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American Bull Company

1335 WEST RANDOLPH STREET, CHICAGO • 31 WEST 27th STREET, NEW YORK

IMPORTERS AND GROWERS
SEEDS, BULBS, PLANTS AND FLORISTS ACCESSORIES



AMERICAN AND EUROPEAN NOVELTIES
WHOLESALE PRICE LISTS FOR FLORISTS, SEEDSMEN AND NURSEYMEN

Spring Edition 1940





All-Double Flowering Fringed Petunia "World Beauty" (Original Strain)
(Named and Introduced by the American Bulb Company)

ALL-DOUBLE DE LUXE PETUNIA

(Victorious Strain)

"WORLD BEAUTY"

Produces (from seed) practically 100% large double fringed flowers of the most beautiful rosy carmine color, wonderfully free blooming plants of the dwarf, compact growth which makes this grand new sort particularly desirable for pot plants as well as bedding. "World Beauty" has really created a sensation wherever shown. A few plants in bloom for demonstration to the public early in the season will undoubtedly result in an active and most profitable demand for this new favorite.

For Mother's Day, "World Beauty" has proved to be an ideal pot plant and a worth-while profit provider. We introduced "World Beauty" to the trade and are again securing our seed supply from the originator, thereby insuring our customers the true variety. Sow seed early and follow with successive plantings up to March 1st next. We say by all means if you culture Petunias, do not leave "World Beauty" off your list. It is unquestionably the "last word" in Double Petunias. (Illustrated opposite.)

Price of "World Beauty" Seed, Original Strain—

500 seeds....	\$1.25	1000 seeds....	\$2.00
3000 seeds....	\$5.00	1/64 oz.....	\$6.50
1/32 oz.....	\$12.50	1/16 oz.....	\$22.50

PETUNIA

"A. B. C. PRIVATE STOCK"
(ERIKSSON STRAIN)

(Illustrated Opposite)

Single Large Flowering Dwarf Fringed and Ruffled Mixed — "The Single Petunia De Luxe"

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of *Primula Malacoides Eriksoni*), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. Tr. Pkt. (1,000 seeds).....

.....\$1.25	
1/32 oz.....\$4.00	1/16 oz.....\$8.00
1/8 oz.....\$15.00	1/4 oz.....\$28.00

GLOW

The Silver Medal Petunia
(See Illustration on Front Cover)

A dwarf, compact, ball-shaped variety, *Hybrida Nana Compacta*, of bright rose-red with lighter throat. Extremely free-flowering all season, of rich coloring, true, and a wonderful variety for garden and commercial uses. (Awarded silver medal by All-America Seed Council.)

Tr. Pkt.....75c	1/32 oz.....\$2.50
1/16 oz.....\$4.50	1/8 oz.....\$8.00

PETUNIAS CONTINUED IN CENTER OF THIS BOOK



Type of Petunia,
"A. B. C.
Private Stock"

AMERICAN BULB COMPANY

1335 West Randolph Street, Chicago • 31 West 27th Street, New York

Wholesale Price List

SPRING 1940 EDITION

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Patronage Justified by Performance

AT ALL TIMES we strive to justify the confidence of our patrons by strict adherence to these policies: *i. e.*, QUALITY, SERVICE and ALL-AROUND FAIR TREATMENT.

There is no substitute for experience. Our twenty-four years of continued activity in connection with supplying FLORISTS, NURSERYMEN and SEEDSMEN suggests, we believe, that you will be well repaid for any consideration extended to us for our respective lines. Our prices are based on the *finest grade of stocks that experience and conscientious endeavor can produce*. And will, we believe, be found to conform to fair market values.

We extend best wishes for the New Year, and sincerely hope that your business will be brisk and remunerative during the present year.

Awaiting your valued commands.

Yours faithfully,

AMERICAN BULB COMPANY,


A. MILLER, President

BEN MILLER, Vice-President

J. J. KARINS, Vice-President

A. L. KOEHLER, Secy-Treas.

AMERICAN BULB COMPANY

31 WEST 27TH STREET  NEW YORK CITY • N. Y.

Please send orders from this list to our New York Office

TERMS OF BUSINESS

Routing: Please give explicit shipping directions with each order, giving name of Freight, Express and Post Office stations. If no directions are given, we will use our best judgment, but all goods travel at purchaser's risk.

Parcel Post: We will be pleased to send such items as can be mailed by Parcel Post; customers to remit for postage. We do not deliver any goods free at Wholesale Prices.

Disclaimer: The American Bulb Company gives no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds (bulbs or plants) it sells and will not be responsible for the crop.

If the customer does not accept the goods on above terms, he must return them at once, and money will be refunded or proper credit given. We exercise, however, the greatest care to fill our orders with the highest quality possible, as it is our constant aim to give our customers fullest satisfaction.

Cash Discounts: Cash with order only. 5% on Flower and Vegetable Seeds; 3% on Bulbs; 2% on Plants.

Otherwise, on bills for Flower and Vegetable Seeds, Bulbs, and Plants, a discount of 2% for payment 10 days from date of bill may be deducted. Exception to the above is taken when goods are supplied under special quotation, in which case particular terms will be noted.

Prices: This list cancels all previous offers.

Unknown correspondents desiring to open an account will please furnish three references to parties in the trade with whom they have had credit relations, and sufficient time to investigate same; otherwise cash must accompany order.

Goods desired C. O. D. must be accompanied by a partial remittance to guarantee acceptance. We cannot arrange to send perishable stock C. O. D.

All goods are offered subject to crop failures, shortages or other causes beyond our control and to being unsold on receipt of order, and we reserve the right to advance prices without notice.



TIME TO SOW AND CULTURAL HINTS

The following information will, we hope, prove of assistance to growers, primarily as a reminder of when to sow Flower Seeds of most important kinds, likewise a few suggestions as to culture of same. See alphabetically arranged list in this book for details and prices with regard to the respective sorts.

(A) indicates Annual; (B) indicates Biennial; (P) indicates Perennial.

SEEDS TO SOW IN JANUARY

Acroclinium (for cutting)
Agatheia (for cutting)
Ageratum (Blue Cap Reselected)
Aloe Variegata (for pot culture)
Antirrhinum (for cutting)
Asparagus Sprengeri
Asparagus Plumosus Nanus
Balsam (Bush var.) (for pot culture)
Begonias
Browallia (for pot culture)
Calendulas (for cutting)
Candytuft (for cutting)
Campanula (Annual, for pot culture)
Carnation (Annual, for plants)
Centaurea (Candidissima (Dusty Miller)
Gymnocarpa (Dusty Miller)
Cyanus (for cutting)
Chrysanthemum (Annual)
Cineraria Maritima (Dusty Miller)
Clarkia (for cutting)
Cobaea Scandens
Coleus Glory
Cuphea
Cynoglossum (for cutting)
Dahlias Unwin (fine pot plants)
(plant tubers for Mother's Day)
Daisy Bellis (B)
Dracaena Indivisa
Delphinium (P)
Exacum (for pot culture)

Sown in January	Benching	Blooming	Culture
Antirrhinum	March	April-June	Pinch February 15th.
Begonias (Seed)	Jan.	Aug.-Dec.	
Browallia	March	May-June	
Candytuft & Nemesis	Jan.	May-June	Sow directly in flats, bench.
Centaurea Cyanus	Feb.	April	One pinch.
Clarkia	Jan.	April-May	Grow 2" or shallow flats. Poor soil.
Gypsophila	Jan. & every two weeks	March 15	Sow directly in flat or bench.
Kalanchoe 60°-65°	March	Dec. 1-15	Shade 3 hrs. Aug. 15-Oct. 1. 5-8 P.M.
Lupinus	Jan.	April	
Petunias	Jan.	April-June	
Salvia	Feb.	July-Aug.	Keep bushy.
Solanum	March	Berried Dec.	Pinch March.
Stocks	March	Memorial Day	Grow below 50°.
Sweet Peas	Jan.	April-June	
Torenia	Feb.	June-July	Pinch March.

SEEDS TO SOW IN FEBRUARY

Ageratum (Blue Cap)
Antirrhinum (Tom Thumb for combinations)
Asparagus Plumosus
Asparagus Sprengeri
Asters (for forcing)
Calendula
Campanula Annual
Candytuft (Dwarf for combinations)
Carnation Annual (for plants)
Centaurea Candidissima (Dusty Miller)
Centaurea Cyanus
Dahlias Unwin (for plants)
Delphinium (P)
Dracaena Indivisa
Gypsophila Annual
Larkspur
Linaria (for combinations)
Marigold (Dwarf for combinations)

Sown in February	Benching	Blooming	Culture
Marigolds	April 1	May 15	
Primula	April	October	Do not use peat.
Stocks	April	June	Grow below 50°.
Sweet Peas	February	May-June	

SEEDS TO SOW IN MARCH

Aloe Variegata (for pots)
Alyssum
Antirrhinum (for plants)
Asparagus Plumosus
Asparagus Sprengeri
Asters (for forcing)
Calendula
Cardinal Climber
Clarkia (for cutting)
Celosia (Dwarf for combinations)
Centaurea Cyanus (outside)
Dahlia Unwins
Delphinium
Dimorphotheca (for plants)
Dracaena
Gomphrena (Combination pots)

SEEDS TO SOW IN MARCH (Continued)

Grevillea Robusta (Filler)
Gypsophila (A)
Helichrysum
Ipomea Clarks Early Heavenly Blue.
Larkspur (outside)
Lupinus
Marigolds
Mesembryanthemum (pots)
Nasturtiums
Petunias
Phlox (combinations)
Primula Obconica

Sown in March	Benching	Blooming	Culture
Antirrhinum	May 15	July & later	Do not pinch.
Asters	May 15	July	Do not use peat.
Primula	May	Dec. 25	
Zinnias	April	May 20-June	

SEEDS TO SOW IN APRIL

Asparagus Sprengeri
Asparagus Plumosus Nanus
Asters
Balsam Bush var.
Calendula
Celosia
Centaurea Annual Sorts
Cosmos
Delphinium (P)
Dianthus Annual Pinks
Euphorbia Variegata (for cutting filler)
Gaillardia (A)
Gypsophila (A)

Sown in April	Benching	Blooming	Culture
Annual Gypsophila	Flatted May 15	June-July	
Asters (late April)	June 1	July	
Lupinus	April	May 30	
Primula	June	Jan.-Feb.	Do not use peat.
Zinnias 15th	Late April	June 1-June 10	

SEEDS TO SOW IN MAY

Antirrhinum Ghse. var.
Asparagus Plumosus
Asparagus Sprengeri
Calendula (outside for cut)
Campanula medium sorts (B)
Delphinium (P)
Digitalis (B)
Exacum (pots and combinations for Fall on)

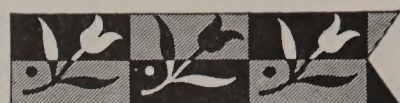
Sown in May	Benching	Blooming	Culture
Primula Obconica	July	Jan. & later	
Zinnias	Early May	June 10-20	

SEEDS TO SOW IN JUNE

Achillea (P)
Alyssum Saxatile (P)
Anthemis (P)
Antirrhinum (Greenhouse var.)
Aquilegia
Arabis (P)
Asparagus Plumosus
Asparagus Sprengeri
Asters (P)
Aubrietia (P)
Begonias (for Xmas plants)
Calceolaria
Campanula Calycanthema (B)
Candytuft
Carnation (P)
Cineraria
Coreopsis (P)
Cyclamen
Centaurea (P)
Daisy Shasta (P) Single & Double
Delphinium (P)
Dianthus Barbatius (B)

Sown in June	Benching	Blooming	Culture
Antirrhinum	August	Dec.	Pinch to 3 or 4 sets of leaves, no higher to avoid spindliness.
Cinerarias	August	Early Jan. on	Do not pinch.
Sweet Peas	June	Sept. & Dec.	Run rows N. & S. for winter blooming.

Digitalis (B)
Doronicum (P)
Dracaena Indivisa
Gloxinia
Gaillardia (P)
Gypsophila (for cutting) (A)
Helenium (P)
Helianthemum (P)
Heuchera (P)
Lunaria (P)
Lupinus (P)
Lychnis (P)
Matricaria (P)
Primula Chinese
Primula Malacoides
Primula Obconica
Pyrethrum (P)
Scabiosa (P)
Statice (P)
Sweet Peas (early Flwg.)
Viola Cornuta (B)
Wallflower



TIME TO SOW AND CULTURAL HINTS (Continued)

SEEDS TO SOW IN JULY

Sown in July	Benching	Blooming	Culture
Antirrhinum	Aug.	Xmas & later	Pinch about Aug. 30 to 3 or 4 sets of leaves.
Calceolaria	Sept.	Easter-Mothers Day.	
Calendulas	Sept.	November	
Cineraria	Sept.	Jan.-Feb.	Do not pinch.
Feverfew (Matricaria)	Sept.	Feb.-April	Lighted.
Pansy	Oct.	Nov. on	
Primula Obconica	Sept.	April on	
Stocks	Aug. 15	Xmas & later	Use early var. Grow below 50° for setting buds.
Sweet Peas	July	Oct.-Feb.	

SEEDS TO SOW IN AUGUST

Sown in August	Benching	Blooming	Culture
Antirrhinum	Oct.	Feb.-April	Pinch Oct. 1 to 3 or 4 sets of leaves.
Asters	Oct.	March-April	Lighted.
Calceolaria	Oct.	Mothers Day	
Calendulas	Oct.	Dec.-Feb.	48°-50°.
Cineraria	Oct.	Feb.-March	Do not pinch.
Cyclamen	Aug.	Nov.-Feb.	55°-60° for germination.
Marigolds (Winter flowering)	Sept. 15	Nov.-Jan.	Poor soil. Dry side.
Nemesia	Oct.	Oct.-Feb.	Lighted.
Pansies	Nov. 1	Dec.-March	
Primula Malacoides	Oct.	March & later	
Schizanthus	Oct.	Christmas	Pinch until Oct. 15.
Stocks	Oct.	Jan. 15-Feb. 15	Grow below 50° for setting buds.
Sweet Peas	Aug.	Dec.	

Run rows N. & S. for winter bloom. Use sterilized soil. Avoid watering in dark weather to prevent buds dropping. Suggest furrows between rows for irrigation to avoid getting water on plants and fertilizing.

SEEDS TO SOW IN SEPTEMBER

Sown in September	Benching	Blooming	Culture
Aloe Variegata (pot plant)			
Antirrhinum			
Begonia			
Browallia (for cutting)			
Calceolaria			
Calendula			
Centaurea Cyanus			
Chrysanthemum (A) (for cutting)			
Cineraria			
Clarkia (for cutting)			
Cynoglossum (Chinese Forget-me-not)			
Didiscus Coeruleus Imp. (for cutting)			
Dimorphotheca (for cutting)			
Godetia (for cutting)			
Gypsophila (A)			
Hollyhocks (P)			
Liatris (P)			
Lupinus (P)			
Lynchnis (P)			
Marigold (Ghse. var.)			
Matricaria (Feverfew)			
Mignonette			
Myosotis (P)			
Nasturtiums			
Pansies (outside for spring plants)			
Pansies (Greenhouse long stem var.)			
Platycodon (P)			
Poppy (P)			
Primula Malacoides			
Primula Obconica			
Primula Sinensis			
Pyrethrum (P)			
Salpiglossis			
Scabiosa (P)			
Schizanthus			
Statice (P)			
Stocks			
Sweet Pea (Early)			
Sweet William (P)			
Tritoma (P)			
Veronica (P)			
Viola (B) (Spring plants)			

SEEDS TO SOW IN SEPTEMBER (Continued)

Sown in Sept.	Benching	Blooming	Culture
Antirrhinum	Nov. 1	May-June	Pinch back to 3 or 4 sets of leaves.
Calendulas	Oct.	Dec.-Feb.	48°-50° Pinch.
Centaurea Cyanus	Nov. 15	Mar. 15-later	Lighted.
Cineraria	Sept.	April-May	Do not pinch.
Cynoglossum	Nov. 15	March-April	Shallow bench 45°.
Feverfew (Matricaria)	Sept. 10	April-May	Lighted.
Lupinus	Sept. 20	Jan.-Feb.	
Marigolds		Oct.-Nov.	Restricted container, dry side. Do not pinch.
Nemesia	Oct.	Feb.	Medium heavy poor soil.
Pansies	Nov. 1	Dec.-March	Lighted.
Schizanthus	Nov.	Jan.-Feb.	One pinch.
Stocks	Oct. 22	Feb. 1	
Sweet Peas	Sept.	Dec.-March	

SEEDS TO SOW IN OCTOBER

Sown in October	Benching	Blooming	Culture
Antirrhinum			
Begonia			
Calendula			
Candytuft (for cutting)			
Centaurea Cyanus			
Chrysanthemum (A)			
Cineraria			
Clarkia (for cutting)			
Delphinium (P)			
Didiscus Coeruleus Imp. (for cutting)			
Gypsophila (A)			
Larkspur (A)			
Lilium Formosanum			
Lupinus (A)			
Matricaria (Feverfew)			
Nemesia (cutting and combinations)			
Salpiglossis (cutting)			
Schizanthus			
Shamrock			
Statice Suworowii			
Stocks			
Sweet Peas (Intermediate and Early strains)			
Torenia (plants)			
Vinca Rosea (plants)			
Wallflower (Double Early Wonder (B)			
Calendulas	Dec. 1	March & later	42°-45° Pinch.
Statice Suworowii		Feb.-May	Shallow light soil 45°.
Stocks	Dec. 1	April on	40°-45°.
Sweet Peas	Oct.	Feb.-May	

SEEDS TO SOW IN NOVEMBER

Sown in November	Benching	Blooming	Culture
Antirrhinum	Jan. 15	March-June	Pinch Jan. 1 to 3 or 4 sets of leaves.
Calendulas	Jan.	April-May	42°-45° Pinch.
Gypsophila	Dec. 1	March	Lighted.
Larkspur	Jan.	April-May	
Stocks	Jan.	April-May	Grow below 50°.
Sweet Peas	Nov.	March-May	See August Culture.
Matricaria			
Pansy			
Petunia (All Double (Sow now for Mother's Day, 4-5" pots)			
Salpiglossis (cutting)			
Schizanthus			
Shamrock			
Statice Russian			
Stocks			
Sweet Peas (Intermediates and Early Spencers)			
Torenia (plants)			
Vinca Rosea (Plants)			

SEEDS TO SOW IN DECEMBER

Sown in December	Benching	Blooming	Culture
Asters Queen Market	Feb. 1	April-May	Lighted Dec. 10 to flowering.
Asters Royal, Crego and American Branching.	Feb. 1	May-June	Lighted Dec. 10 to flowering.
Calendula	Feb. 1	April-May	Pinched Feb. 15th.
Candytuft	Flatted late Jan.	May-June	Use poor soil, keep on dry side.
Centaurea Cyanus	Feb.	April & later May	Use poor soil, keep on dry side.
Clarkia	Flatted late Jan.		
Feverfew (Matricaria)	Feb.	May-June	
Nemesia	Flatted late Jan.	May	Use poor soil.
Salpiglossis	Feb.	May-June	One pinch.
Scabiosa	Feb.	June	
Stocks	Feb. 1-15	Mother's Day	
Sweet Peas	Dec.	March-May	
Larkspur (A)			
Marigolds (for cutting)			
Matricaria (Feverfew)			
Nemesia (for cutting and combinations)			
Petunia All Double			
Phlox (Dwarf sorts for combinations)			
Salpiglossis			
Salvia			
Schizanthus (A. B. C. Mother's Favorite)			
Stocks			
Sweet Peas (Intermediates & Early Spencers)			
Torenia			
Verbena			
Venidium (for cutting)			
Vinca Rosea			

A. B. C. "SUPREME QUALITY" FLORISTS' FLOWER SEEDS ANNUALS FOR GREENHOUSE AND OUTDOOR CULTURE

SEE PAGES 30 TO 32 AND 45 TO 49 FOR HARDY PERENNIAL SEEDS



A. B. C. Petunia Seed Headquarters

ABUTILON (Flowering Maple)

Choicest mixed. 1/8 oz.\$1.25 Tr. Pkt.35c

ACROCLINIUM (Everlasting)

Excellent for cutting. Tr. Pkt. 1/4 oz. Oz.
Double Giant Mixture.....(Lb., \$8.00) .15 .. .80
Sensation Giants (New). Rose to light pink shades\$0.25 \$0.85 \$3.00

AGERATUM

Fairy Pink. Ageratum Fairy Pink is a dwarf compact Ageratum of a delightful soft salmon rose-pink color. It begins blooming when not more than 1 1/2 to 2 inches high and continues to grow until it has formed a solid, compact mass of blooms. Its maximum height when it is in full bloom is not greater than five inches.

Tr. Pkt.35c 1/4 oz.\$2.50

Blue Boy. Very dwarf; growth uniform; rich shades of blue(1/4 oz., \$1.00) \$0.50 \$3.50
Blue Perfection. Dark blue bedder. 8 in... (1/4 lb., \$2.00) .15 .60
Blue Ball. An improved Blue Perfection. 6 in.15 .75
Blue Cap. Dwarf, compact, flowers larger than "Little" Blue Star" and deeper in color..... (1/4 oz., 80c) .25 3.00
Imperial Dwarf Blue..... (1/4 lb., \$1.75) .15 .50
Imperial Dwarf White..... (1/4 lb., \$1.75) .15 .50
Little Blue Star. Miniature bushes, flowers light blue with red center, 4 in..... (1/4 oz., 60c) .25 .200
Lasseauxi. Good pink. Choice cut flower. 2 ft..... .20 1.40
Midget Blue (New). Very low (3 to 4 inches) compact plants covered with small true azure blue flowers.. (1/8 oz., \$1.50) (1/4 oz., \$2.50) .35 ...

A Background of Over Fifty Years

In connection with the production and merchandising of **FLORISTS' FLOWER SEEDS**, our background should prove of assurance to the buyer that A. B. C. can be depended upon not only for up-to-date florists' varieties, but as well, strains that can be classified in every way as of "Supreme Quality".

The newer kinds listed in this catalog have been given a fair advance trial and we believe they are worth while additions for the florist grower. Particular attention is called to our selected strains of **LARKSPUR, PANSIES, PETUNIAS, STOCKS, and SWEET PEAS.**

ALOE VARIEGATA

Tiger Aloe. A quick-growing succulent, with beautifully variegated leaves. (Greenhouse plant.) 100 seeds...\$1.00 1,000 seeds...\$8.00

ALYSSUM

	Tr. Pkt.	Oz.
Carpet of Snow (Procumbens). Spreading 2 to 3 inches (1/4 lb., \$2.15)	\$0.15	\$0.70
A. B. C. Special "Little Gem." White. 4 to 6 inches (1/4 lb., \$1.75)	.15	.50
Lilac Queen. Pale lilac flowers, color deepens as weather becomes cool. 9 in.....	.15	.50
Little Dorrit. White. (A. B. C. special strain.) Forms perfect bush about 4 inches high)..... (1/4 lb., \$1.75)	.15	.50
Maritimum (Sweet Alyssum). White. Used for cut flowers. 10 in. (Lb., \$2.00) (4 oz., 60c)	.10	.20

AMARANTHUS

	Tr. Pkt.	Oz.
Molten Fire. Brilliant poinsettia-like tips. 4 ft.. (1/4 oz., 25c)	\$0.15	\$0.85
Salicifolius (Fountain Plant). Green with bronze, tops blood red. 3 ft.....	.15	.75

AMARYLLIS

Diener's Mammoth Hybrids. Growers should find much of interest in Amaryllis culture from seed and we believe a most favorable surprise from the above named strain is in store for the producer when flowering period arrives. (Seed supplied in Diener's original packets.) 20 seeds.....50c 100 seeds.....\$1.50 1,000 seeds.....\$10.00

ANCHUSA

Capensis Blue Bird. Indigo blue. 2 ft. Tr. Pkt.....15c Oz.....60c

HOW TO IMPROVE GERMINATION OF FINE SEEDS — ESPECIALLY DURING THE HOT WEATHER SEASON

Mix "Sorbex" (the finest Peat Organic) with soil in seed flats and pots. The perfect mixture for the tender germinated seedlings is one part "Sorbex" to two parts screened garden loam—by volume. Prepare this mixture several days in advance of sowing seeds to allow the "Sorbex" time to absorb some moisture. If time is a factor, moisten the "Sorbex" somewhat before mixing with the soil.

"SORBEX." Per 10-bushel bag.....\$2.95
 (Follow this by applying "Formaldehyde" or "Ansul Dust.")

LIQUID FORMALDEHYDE. The use of formaldehyde for treating soils for seed planting is recommended where it is not possible to use steam as a means of sterilization.

Qt.....95c Gal.....\$2.95 60-lb. kegs.....\$9.90

SEMESAN. A seed disinfectant and control for "damping off."
 2-oz. tinsEach \$ 0.35
 1-lb. tinsEach 2.25
 5-lb. tinsEach 10.00

CUPROCIDE. The standard red copper oxide. Cuprocide is a dusty, finely divided red powder especially designed to cover uniformly and adhere tenaciously to seeds and give them maximum protection against "damping-off".

1-lb. tinsEach \$0.90
 5-lb. tinsEach 3.75

CUPROCIDE 54-Y. A neutral yellow copper oxide for control of damping-off and fungus diseases. 3 lbs.....\$1.15

ANTIRRHINUM (Snapdragon)

FORCING or WINTER BLOOMING

Seed Production by Specialists from Greenhouse Culture

Following are indicated some of the Latest Novelties and Recent Introductions that have proved of real value to the Florist Grower.

Cheviot Supreme "Rose-Pink". Combines intense pink color, medium size spikes, small foliage, and hard wiry stems with extremely early blooming and excellent keeping qualities; comes true and is best from December to Valentine's Day.

½ Tr. Pkt.\$1.00 Tr. Pkt.\$1.50

"Gilbert's Pink Queen Supreme." Here is a new Snapdragon that is truly desirable. Its beautiful pink color is several shades deeper than "Cheviot Maid Supreme." Order this new variety, for it is attracting considerable attention wherever shown.

½ Tr. Pkt. ...\$1.25 Tr. Pkt. ...\$2.00 3 Tr. Pkts. ...\$5.00

"Glorious." Brilliant, bronzy scarlet, early and free-flowering; a really new and most desirable combination of coloring; when shown at the Illinois Experiment Station, Urbana, Ill., this new Snapdragon attracted no end of favorable comment from the numerous florists there. Highly recommended.

½ Tr. Pkt. ...\$1.25 Tr. Pkt. ...\$2.00 3 Tr. Pkts. ...\$5.00

"Hodaly's Ideal." Color, a blend of carmine shading into rich orange and lavender, tipped with lemon yellow. Lips lemon, slightly suffused with carmine. White throat. A wonderful combination of colors—truly, one of the most outstanding Snapdragons of today. Good grower, strong stiff stem, well supplied with heavy, luxuriant foliage. Large flowers, well formed heads. Winter flowering strain blooming in four months from seed. First prize winner at this year's Chicago Flower Show. An ideal money maker.

½ Tr. Pkt. ...\$1.25 Tr. Pkt. ...\$2.00 3 Tr. Pkts. ...\$5.00

"Klondike Supreme." This yellow is the deepest commercial yellow we know of; an early, continuous bloomer. Tr. Pkt.\$1.50

"Marie Louise." Beautiful sea-shell pink color, an entirely new shade in winter-blooming Snapdragons, with the beautiful coloring continuing throughout the season. "Marie Louise" is a good mixer, combining well with other flowers. "Marie Louise" is strong and free-branching, producing long, strong stems with compact flower spikes; flowers are closely set around the stem and free from grassy growth. Very productive over a long season from fall to late spring, and very disease resistant.

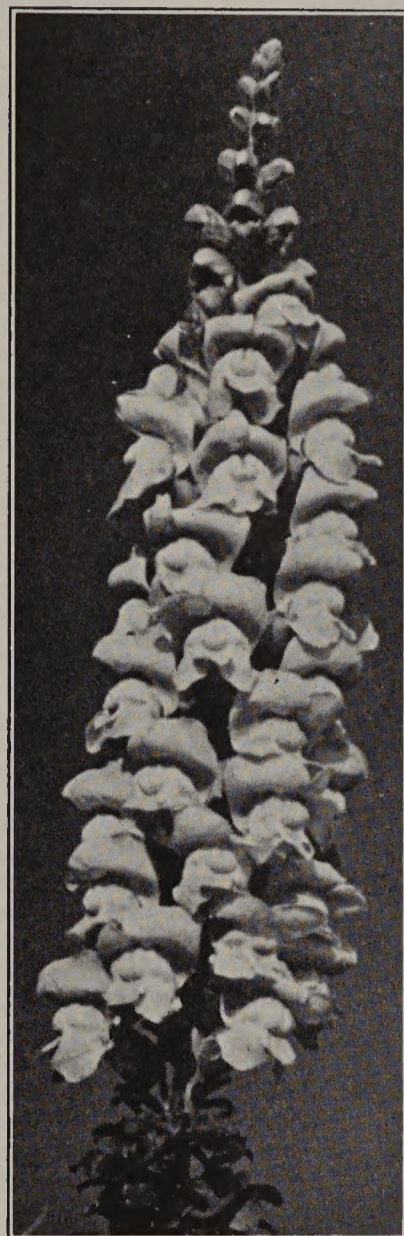
½ Tr. Pkt. ...\$1.25 Tr. Pkt. ...\$2.00 3 Tr. Pkts. ...\$5.00

Windmill's "Snow White." An excellent late white that naturally comes in heavy crop for Easter. Plenty of stem and spike. Non-lateral, non-shattering. Popular for church work. Received special award from New York Florists' Club, April 13th, 1939.

Tr. Pkt.\$2.00 3 Tr. Pkts.\$5.00

Windmill's Lilac. An early flowering orchid that covers the essential requirements: Hard, wiry stems, non-lateral, non-shattering, very uniform in growth and color and a good producer.

Tr. Pkt.\$2.00 3 Tr. Pkts.\$5.00



Schumann's New Lavender Snapdragon

The ideal of its color. Has proved a real money maker for the grower.

Schumann's Lavender. A true color, produces a strong, sturdy stem with a spike of large moderately close flowers. An early variety that will not shatter. For best results it must be pinched low while still in small pots.

Price—

Packet (about 1,000 seeds) ..\$2.00

Lge. Pkt. (about 2,000 seeds) 3.50

Schumann's Yellow. A desirable shade of light yellow. Sturdy stem with a spike of large, well balanced flowers. An early variety that will not shatter. Must be pinched low for best results.

Price—

Packet (about 1,000 seeds) ..\$2.00

Lge. Pkt. (about 2,000 seeds) 3.50

STANDARD LIST

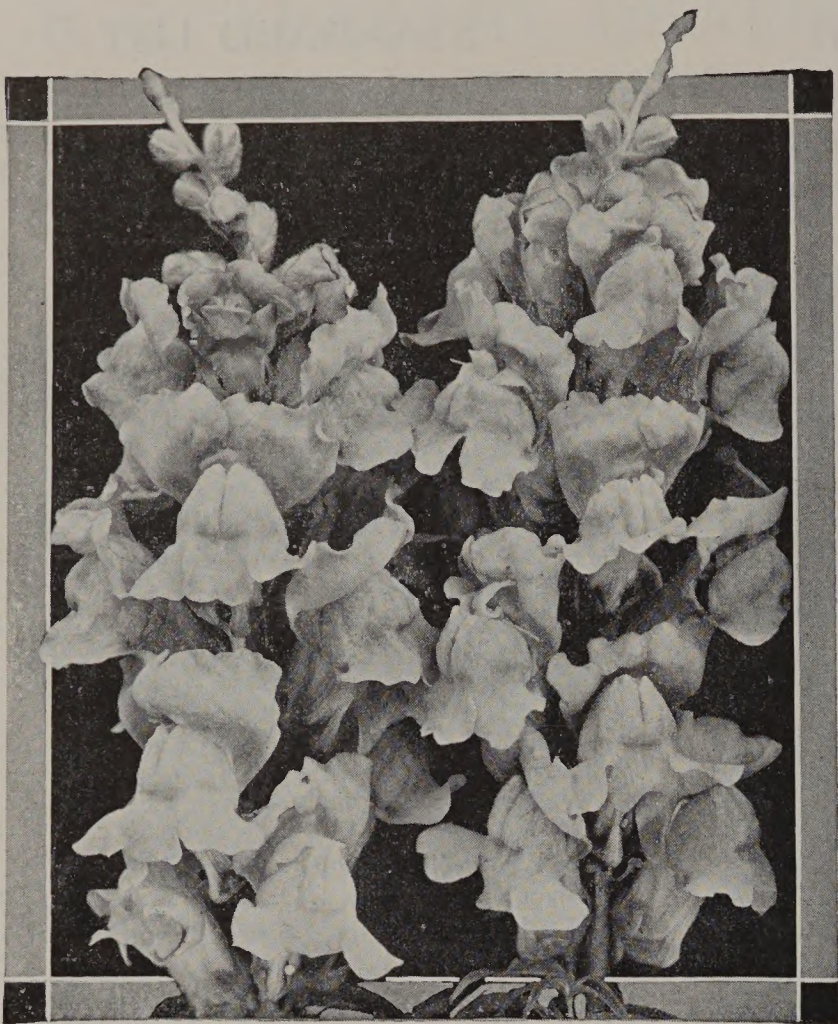
For Greenhouse Culture

	Tr. Pkt.	3 Pkts.
Afterglow. The finest golden orange....	\$1.00	\$2.50
Bertha Baur. Standard lavender; some rogue colors	1.00	2.50
Captor. Pure white; fairly long-stemmed	1.00	2.50
Celestial. Large, light yellow; long-stemmed	1.50	4.00
Ceylon Court. Standard yellow.....	1.00	2.50
Ceylon Court (Dark). Selection for darker shade	1.00	2.50
Cheviot Maid, White. Good even white.	1.00	2.50
Cheviot Maid, Yellow. Fairly dark; long-stemmed	1.00	2.50
Cheviot Maid Supreme. Best standard rose-pink	1.00	2.50
"Christmas Cheer" (First Generation Hybrid). From Rose-Pink Cheviot and a pink seedling; combines extremely early flowering, free blooming habit and excellent stem and flower spike; a combination of beautiful pink shades; excellent for Christmas and later flowering..	2.00	5.00
Coates' Yellow Perfection. Rich dark yellow; strong growth.....	1.00	2.50
Daybreak. Fairly light rose-pink; excellent	1.00	2.50
Golden Pink Queen. As named; fairly true to color.....	1.00	2.50
Kirkwood Beauty. Bronzy orange.....	1.00	2.50
La France (New). Beautiful soft rose-pink	2.00	5.00
Lucky Strike. Strong growing white....	1.00	2.50
Marion. Some growers find this the finest clear white.....	1.50	4.00
Miss Wooster. Large, light orange. Early and excellent	1.00	2.50
New Cincinnati. The finest light rose-pink	1.00	2.50
New Deal. Extra early, light golden orange	1.00	2.50
Peggy Schumann. Medium deep pink; excellent habit	2.00	5.00
Radiance. Large flowered pink.....	1.00	2.50
Roman Gold. Bright coppery yellow....	1.00	2.50
Rose Queen. Finest deep rose.....	1.00	2.50
Schrock's Orchid	1.50	4.00
Sun Tan. Early flowering orange-tan...	1.00	2.50
Talisman. Produces double and semi-double blossoms of medium size in both bronze and golden shades; all multi-colored, early, and continuous; ideal for retail sales, table decorations, mixed bouquets, and select cut-flower boxes..	2.00	5.00
Terry's Surprise (Improved). Rose-shaded orange. Fine for spring flowering.....	1.00	2.50
Velvet Beauty. American Beauty red; fine	1.00	2.50
White Prosperity. Clear white.....	1.50	4.00
White Wonder. Bezdek's best white....	1.50	4.00
Westover White. Fringed.....	1.00	2.50
Winter Helen. Improved Helen.....	1.00	2.50
A. B. C. Forcing Mixture	1.00	2.50

½ Tr. Pkts. of the following varieties supplied at 50c each: Afterglow, Ceylon Court, Cheviot Maid Supreme, Coates' Yellow, Lucky Strike, and Rose Queen.

SPECIAL NOTE

Having accomplished the purpose of qualifying a wide color range of RUST RESISTANT SNAPDRAGONS we now feel the time has come to drop the non-resistant strains from our list. Because of the fact that approximately 100% of the rust-resistant strains invariably come through successfully and since an ounce of seed contains upward of 100,000 seeds, the comparative difference in cost is not worth speaking of.



Antirrhinum "Guinea Gold"
(Malmaison)

ANTIRRHINUM (Snapdragon)
Standard Outdoor Varieties
Rust-Resistant

MAXIMUM (2¾ feet)

Alaska. White.
Campfire. Fiery crimson.
Copper Shades. Copper-orange to old gold.
Crimson. Fiery crimson.
Daffodil. Yellow.
Loveliness. Soft rose-pink.
Pink Sensation. Pure pink.
Swing Time. Rose-pink.
Yellow Giant. Deep yellow.
Maximum Mixed.

ALL THE ABOVE PRICED AT—

Tr. Pkt.....25c ¼ oz.....75c Oz.....\$2.50

MAJUS GRANDIFLORUM (2½ feet)

Autumn Glow. Shades old rose suffused amber.
Buttercup. Canary yellow, shading creamy yellow.
Daintiness. Rose-pink, white tube.
Harmony. Terra-cotta and yellow shaded rose.
Opal Queen. Delicate pink.
Pinkie. Clear pink.
Rosalie. (New). Topaz rose with deeper center and gold suffusion.
Tr. Pkt.....35c ¼ oz.....\$2.00
Scarlet Defiance.
Shasta. Pure white.
Torchlight. Garnet suffused orange, bright yellow lip.
Wallflower Red. Pure wallflower red.
Yellow Jacket. Deep yellow.
Majus Grandiflorum Special Mixed.
University of California Mixture.

ALL THE ABOVE PRICED AT (except as otherwise shown)—

Tr. Pkt.....25c ¼ oz.....65c Oz.....\$2.00

ANTIRRHINUM (Continued)

SUPER MAJESTIC (16 to 20 inches)

Autumn Glow. Old rose suffused amber, golden lip.
Dainty. Soft rose.
Harmony. Terra cotta and yellow shaded rose.
Orange Shades. Deep to light orange.
Red Rocket. Bright red.
Rose Sensation. Rose-pink.
Shell Pink.
Silver Pink.
Super Majestic Mixed.

ALL THE ABOVE PRICED AT—

Tr. Pkt.....50c ¼ oz.....\$1.25 Oz.....\$4.50

NANUM GRANDIFLORUM (1½ feet)

Antique Gold. Shades old gold, copper, fawn and orange.
Bumble Bee. Crimson.
Carmine Rose. Bright carmine rose.
Glowing Sunset. Rosy scarlet.
Indian Girl. Beautiful old gold.
Old Gold Shades. Old gold and apricot.
Orange Shades. Deep to light orange.
Red Boy. Rich deep red.
Red Rock. Shaded scarlet, orange, crimson.
Tangerine. Bronzy orange.
Wildfire. Bright orange-scarlet.
Yellow Gem. Clear yellow.
Nanum Grandiflorum Mixed.

ALL THE ABOVE PRICED AT—

Tr. Pkt.....20c ¼ oz.....45c Oz.....\$1.50

MALMAISON TYPE

For out-door cut flowers and general garden culture. The following "Malmaison Type" Snapdragons are highly recommended for cut flowers and garden show as well.

Guinea Gold. An ensemble of orange, gold and terra cotta.

Royal Cerise. Beautiful cerise color.

Royal Rose. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the rose.

St. George. A new shade of orange-cerise. Most outstanding.

PRICE—Each of above exceptional varieties—

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

These strains have been produced through crossing the late-flowering kinds with original and entirely rust-proof strains. They are almost 100 per cent rust-proof under conditions that completely rust destroy the regular kinds. They are not quite so true to color as are the regular class, but very nearly so. We strongly recommend them.

Regular Strains

TOM THUMB VARIETIES

Very dwarf, 6 inches, for pots and bedding.

Mixed. Tr. Pkt.....25c

MAJUS NANUM MAXIMUM

"Irmelin Rose" (New). Delicate white merging into a rich and lovely rose-pink shade in the center. Height 12 to 14 inches.

Tr. Pkt.....35c ¼ oz.....75c

"Psyche" (New). Light yellow deepening into a rich orange shade on the lip. Height 12 to 14 inches. Tr. Pkt.....35c ¼ oz.....75c

ARCTOTIS (African Daisy)

Grandis. Excellent for cutting. Daisy-like flowers on long stems, upper surface pure white, reverse side of petals lilac-blue.

Tr. Pkt.....15c Oz.....50c

Hybrids. Showy Daisy-like flowers. Red and orange shades. (Sow early.) Tr. Pkt.....35c

ASPARAGUS
(Greenhouse Grown)

PLUMOSUS NANUS

One of our Leading Seed Specialties.

100 seeds.....25c 250 seeds.....40c 1,000 seeds.....\$1.00

5,000 seeds.....\$4.50 Lb.....\$8.00

Write for prices on larger lots.

SPRENGERI

100 seeds.....25c 250 seeds.....40c 1,000 seeds.....\$1.00

5,000 seeds.....\$4.50 Lb.....\$8.00

(New Crop Seed Ready in February)

ASTERS Bodger's True “Rot or Wilt-Resistant” Strains

“WILT-RESISTANT” SUGGESTS REASONABLE
ASTER INSURANCE

BALL VARIETIES (*Branching Type*)

	Tr. Pkt.	¼ oz.	Oz.
Ball White Late. Blooms early to mid-September....	\$0.35	\$0.50	\$1.75
Ball White Early. Blooms late August to early Sep- tember35	.50	1.75
Ball Phlox Pink Early. Excellent commercial pink. Blooms about Sept. 5 to Sept. 10.....	.35	.50	1.75
Ball Deep Purple Early. Outstanding color. Blooms late August to early September.....	.35	.50	1.75
Ball Deep Rose Early. Attractive bright rose. Blooms about mid-August35	.50	1.75

QUEEN OF THE MARKET

Medium sized flowers. Blooms in July. The earliest Aster of quality.

	Tr. Pkt.	¼ oz.	Oz.
Azure Blue	\$0.30	\$0.50	\$1.75
Crimson30	.50	1.75
Dark Blue30	.50	1.75
Flesh Pink. Not recommended for market.....	.30	.50	1.75
Scarlet30	.50	1.75
White30	.50	1.75
Mixed Colors25	.40	1.50

ROYALS (*Second Early Class*)

Blooms mid-July directly following the Queen of the Markets.

	Tr. Pkt.	¼ oz.	Oz.
Azure Blue or Dark Lavender.....	\$0.30	\$0.50	\$1.75
Deep Rose30	.50	1.75
Purple30	.50	1.75
Shell Pink30	.50	1.75
White30	.50	1.75
Mixed Colors25	.40	1.50

AMERICAN BRANCHING

Mid-season to late flowering.

	Tr. Pkt.	¼ oz.	Oz.
A. B. C. White. Blooms about September 10th....	\$0.30	\$0.50	\$1.75
Azure Blue. Clear mid-blue.....	.30	.50	1.75
Coppery Rose30	.50	1.75
Crimson30	.50	1.75
Improved Simple Pink. Shell pink.....	.30	.50	1.75
Light Rose30	.50	1.75
Peach Blossom30	.50	1.75
Purple30	.50	1.75
Mixed Colors25	.40	1.50

AMERICAN BEAUTY (*Incurved Form*)

Blooms September 25th to October 1st.

	Tr. Pkt.	¼ oz.	Oz.
Azure Fairy. Azure blue or dark lavender.....	\$0.30	\$0.50	\$1.75
Black Prince. Deep marine violet.....	.30	.50	1.75
Crimson30	.50	1.75
Deep Rose30	.50	1.75
Purple30	.50	1.75
September Beauty. Delicate shell pink.....	.30	.50	1.75
Silvery Rose30	.50	1.75
White30	.50	1.75
Mixed Colors25	.40	1.50

KING or “NEEDLE” TYPE

Pointed or quilled petals. Flowers of hard substance. A desirable
cut flower and good shipper. Blooms about September 10th.

	Tr. Pkt.	¼ oz.	Oz.
Crimson. Bright color	\$0.30	\$0.50	\$1.75
Lavender30	.50	1.75
Peach Blossom. Light rose-pink. Good market va- riety30	.50	1.75
Purple-Violet30	.50	1.75
White30	.50	1.75
Mixed30	.50	1.75



Aster Early California Giants “Peach Blossom”

ASTERS (*Continued*)

AMERICAN COMET TYPE

Following are desirable Wilt-Resistant Asters of this type.

- Asterum Lavender.** Fairly dark azure blue.
- Asterum Rose-Pink.** Bright rose-pink of upright growth. Excellent market color.
- Asterum White.** Earlier but not so full or large as Crego White.
- Comet Light Blue.** Fine size and good cut flower shade. Highly resistant.
- Comet Illusion (New).** Soft pastel shade of apricot pink.
- Comet Salmon Queen.** Delicate salmon pink.
- Crego Azure Blue.** Attractive light blue, medium size, excellent color.
- Crego Blue Flame.** A rich fairly deep blue with extra large, fully double flowers on good stiff stems.
- Crego Deep Rose.** Rich deep rose. Do not confuse this with Rose-Pink.
- Crego Enchantress (New).** A luscious shade of lovely salmon-rose.
- Crego Orchid (Cattleya).** This is a very rich subdued rosy lavender—a true “Orchid” shade and original in Asters.
- Crego Peachblossom.** Attractive light lavender-pink—Phlox pink color.
- Crego Shell Pink.** Very fine bright shade.
- Crego White.** Large, full and clear color.
- Crego and Comet Types Mixed.**
- Ostrich Feather Peach Blossom.** An attractive, fairly deep rose-pink. Excellent for market.

Prices on all Resistant Strain Asters listed above—

Tr. Pkt.....	.30c	¼ oz.....	.50c	Oz.....	\$1.75
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EARLY FLOWERING GIANTS OF CALIFORNIA

	Tr. Pkt.	¼ oz.	Oz.
Light Blue	\$0.35	\$0.75	\$2.50
Peach Blossom. Opens white. Turns lavender-pink35	.75	2.50

SPECIAL WILT-RESISTANT STRAINS

HEART OF FRANCE (*Improved*)

Brilliant Red. Blooms about August 15th. Generally considered the best red Aster. Tr. Pkt.....30c ¼ oz.....50c Oz.....\$1.75

AURORA

Golden Sheaf (Yellow Self). A splendid free-flowering Aster, with large full flowers, quilled centers and outer band of broad petals. Height 2 feet; fine for cutting; late August blooming.

Tr. Pkt.....	.30c	¼ oz.....	.50c	Oz.....	\$1.75
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SINGLE CHINENSIS

	Tr. Pkt.	¼ oz.	Oz.
Carmine Rose	\$0.25	\$0.40	\$1.50
Flesh Pink25	.40	1.50
Lavender or Light Blue.....	.25	.40	1.50
White25	.40	1.50
Mixed25	.40	1.50



ASTERS

Bodger's Famous "Regular" Strains



Aster "Rosalie"

SPECIAL NOTE

In soil that is clean, and rot is not to be considered, our "Regular" Strains of California Asters, listed below, will be found generally satisfactory. However, if in doubt, plant "Bodger's Wilt-Resistant" Strains. The small difference in cost of seed is of little moment compared to crop results.

IMBRICATED POMPON (*Improved*)

These small Pompon Asters have the past few years had great vogue with California growers and the past season were introduced to Eastern retailers, with the result that they are now generally acceptable and highly thought of as cut flowers.

	Tr. Pkt.	1/4 oz.	Oz.
Crimson. White center.....	\$0.35	\$0.65	\$2.25
Light Blue35	.65	2.25
Light Blue. White center.....	.35	.65	2.25
Rose35	.65	2.25
White35	.65	2.25
Mixed25	.50	1.75

IMPROVED GIANTS OF CALIFORNIA,

(*Curled and Interlaced*)

(Also known on the Chicago Cut Flower Market as "Chicago Giant Beauty.")

This new Aster is somewhat of the Crego and Beauty type, but is practically non-lateral, producing flowers of immense size without disbudding and of wonderful substance on strong, stiff stems 20 to 24 inches long, acclaimed by wholesale and retail florists as the ideal of cut flower Asters.

	Tr. Pkt.	1/4 oz.	Oz.
Deep Rose	\$0.35	\$0.75	\$2.25
Light Blue35	.75	2.25
Peach Blossom35	.75	2.25
Purple35	.75	2.25
White35	.75	2.25
Mixture35	.75	2.25

Blue and White. Deep blue, with a white stripe showing on the outer edges of each of the inner petals. The outer petals keeping to a solid deep blue. Curled and interlaced type of the Giants of California group. It throws large flowers 5 to 6 inches across.

Tr. Pkt.....	50c	1/4 oz.....	\$1.25
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ASTERS (*Continued*)

CALIFORNIA GIANT SUNSHINE

Alpenglow. Color charting this Aster in Ridgway, we have the following: Guard petals, Rosolane purple; quilled petals, pale rose-purple; center, Premuline yellow.

Blue Moon. The guard petals are the same beautiful light blue color so much admired in Aster, California Giant Light Blue. The quilled petals are several shades lighter, while the center is an amber yellow.

Moonbeam. The blooms of this Aster are snow white, with a small center of soft orange.

Rainbow. A bright rose-pink Aster of a true California Giant habit. The stems are long, strong and non-lateral. The guard and quilled petals are the same color, a delightful shade of bright rose-pink, with a center of soft orange.

Stratosphere. A rich dark blue, which might be compared in color to Light Purple in the California Giants. The guard petals are pansy violet and the quilled petals are lavender, with the center a charming shade of orange. Price, each of above:

Tr. Pkt.....	35c	1/4 oz.....	90c	Oz.....	\$3.00
Mixture of above. Tr. pkt.....	30c	1/4 oz.....	80c	Oz.....	\$2.50

MISCELLANEOUS VARIETIES

Harmony Mixture (New). A fine cutflower variety similar in type to Giants of California. Colors include lovely shades of light and deep blue, flesh, peach blossom, silvery rose, purple, and white. Flowers have full-double quilled centers. Plants are 2 to 2½ feet tall, bearing blooms 4 to 4¼ inches across.

Tr. Pkt.....	50c	1/4 oz.....	90c	Oz.....	\$3.50
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Rosalie. A new shade in the American branching type of Aster. The handsome fully double flowers are 4 inches in diameter. The color is a deep rose-pink, bright and attractive, and the flowers are borne on long, clean stems. What is really outstanding about this new Aster is its ability to produce flowers that are 100% double throughout the season, and at no time are the centers exposed. "Rosalie" is certain to become very popular for florists as well as for home gardens. Tr. Pkt.....35c Oz.....\$2.50

GIANT MAMMOTH PEONY FLOWERED

Mariner. One of the finest florist type Asters, especially where flowers are to be sent any distance. They are admirably adapted to shipping as the compactly placed rather heavy petals can stand handling much better than more fragile types. The plants are 2½ to 3 ft. tall, with long, stout non-lateral stems bearing large flowers. The color is a rich medium or navy blue with light green stems. Although not a wilt-resistant, Mariner is well worth your consideration.

Tr. Pkt.....	30c	1/4 oz.....	65c	Oz.....	\$2.00
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SUPER GIANTS

El Monte. A few seasons ago we introduced the sensational new Super Giant Aster Los Angeles, a delicate shell pink color. Extremely popular in the cooler climes, a more rugged color was desired in the warmer lands. This wish is met completely in our new companion Super Giant, El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branched stems. It is very early blooming, coming in before the California Giant varieties, and remaining in flower over a long period. Although not wilt-resistant, we highly recommend El Monte to you. Plant El Monte for your earliest Giant Aster.

Tr. Pkt.....	35c	1/4 oz.....	75c	Oz.....	\$2.50
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Los Angeles. (Award of Merit, All-America Selections.) Los Angeles, Bodger's introduction of a few seasons ago, is still one of the most popular and best selling Asters on the market. The first introduction in the modern Super Giant class, the flowers are fully double, 6 to 8 inches across, graceful and delicately interlaced. The long, stiff stems are basal branching and strictly non-lateral, bearing the large flowers smartly upright. Don't overlook this fine Aster.

Tr. Pkt.....	35c	1/4 oz.....	75c	Oz.....	\$2.50
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Boltze's Dwarf Bouquet. Choice for pot plants. Mixed colors.

Tr. Pkt.....	25c	1/4 oz.....	50c	Oz.....	\$1.50
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BACHELOR BUTTONS (*See Centaurea Cyanus*)

BALLOON VINE

“Love in a Puff.” Tr. Pkt.....10c Oz.....40c

BALSAM (*Lady Slipper*)

CAMELIA-FLOWERED

Varieties Bismarck and White Perfection especially recommended for memorial designs.

	Tr. Pkt.	Oz.
Bismarck. Salmon	\$0.15	\$0.75
Pink15	.60
Scarlet15	.60
White Perfection15	.75
Finest Mixed10	.60

BUSH FLOWERING

	Tr. Pkt.	¼ oz.	Oz.
Cinnabar Red	\$0.25	\$0.70	\$2.40
Rose25	.70	2.40
White25	.70	2.40
Mixed25	.70	2.40

BALSAM APPLE and BALSAM PEAR

Curious climbers. Tr. Pkt.....10c Oz.....40c

BARTONIA AUREA

Golden Yellow. Tr. Pkt.....10c Oz.....30c

BEAN (*Scarlet Runner*)

Desirable climber. Oz.....10c Lb.....25c

BEGONIAS

Fibrous Rooted

SEMPERFLORENS

For greenhouse pot plants and summer bedding. While Begonias are easily grown from cuttings our experience has proved that plants grown from seed are far superior. As a bedding plant there is nothing more satisfactory; also excellent as a pot plant and for a “filler” with other plants.

“White Lady.” Substantial, beautiful pure white flowers, almost as large as those of our “Masterpiece,” to which it makes an excellent companion. Tr. Pkt.....\$1.25 3 Tr. Pkts.....\$3.00

Masterpiece. A lovely clear rose-pink Begonia, and the most outstanding in this color class. The large-sized blooms are produced so abundantly that the foliage is really overshadowed. A large bed of “Masterpiece” observed on a large estate near Chicago this past season was a sight to behold. For pot plants as well as for bedding, you have something if you have this exceptional new Begonia. Tr. Pkt.....\$1.25 3 Tr. Pkts.....\$3.00

Eriksson’s New Scandinavia. A new, continuous flowering, Semperflorens Begonia with a wonderful branching habit, and many other good qualities. Sow seeds in January for Memorial Day; in May or later, for winter; October or November, for Mother’s Day purpose. Red and pink shades, mixed. Tr. Pkt....\$1.50 3 pkts. for...\$4.00

Snow (Heterosis). This new, snow-white, profusely flowering Hybrid is outstanding on account of its resistance to heat, drought, and excessive moisture. The plants bloom well during unfavorable weather and retain their fresh, pure white appearance. These pure white medium sized flowers show up well against the rosy stems and light green leaves. The bushy plants grow about 10 inches high. At the official Begonia trials (Germany), this new Hybrid proved to be the best white Begonia. Tr. Pkt.....\$1.00

Albert Martin. Bright carmine, extra large flowered. Tr. Pkt.....50c 1/32 oz.....\$1.00

Christmas Cheer. Extra large-flowered crimson-scarlet. Tr. Pkt.....50c 1/64 oz.....\$1.40

Christmas Pink. This variety is of same habit as Christmas Cheer and equally as good. Tr. Pkt.....\$1.00 1/64 oz.....\$1.50

Darling (New). According to our trial of it, this is one of the choicest Semperflorens Begonias that has come from Germany for a long time. Of compact growth, 8 to 10 inches, with large, light rose colored flowers about the shade of Glory of Erfurt. We have had this in full flower for Christmas. Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

Elegant (New). White attractively edged crimson, clear green foliage that contrasts well with the flowers. Tr. Pkt...\$1.00 1/64 oz...\$2.00

Erfordia. Pink. Tr. Pkt.....50c 1/32 oz.....\$1.40

Fire Sea or Blaze of Fire. Extra dwarf compact habit. Large fiery red flowers with green foliage. Good. Tr. Pkt...\$1.00 1/32 oz...\$2.00

Glory of Erfurt. Large bright carmine. Tr. Pkt...50c 1/32 oz...\$2.00

Glow. Dark red flowers; foliage light bronze; free blooming and compact. Tr. Pkt.....75c 1/32 oz.....\$3.00



New Begonia “A. B. C. Masterpiece”

BEGONIAS (*Continued*)

Gustav Knaake. Glowing salmon-pink, resembles Melior. Tr. Pkt.....50c 1/32 oz.....\$1.40

Lightning. Extra large flowers measuring 2 inches across and of deep carmine-scarlet shade—an extra deep bright shade in Begonia. Tr. Pkt.....\$1.00 1/32 oz.....\$2.50

Radio. Extra large carmine-scarlet, green foliage. Excellent. Tr. Pkt.....\$1.00 1/32 oz.....\$2.25

Salmon Queen. Salmon red. Tr. Pkt.....50c 1/32 oz.....\$1.50

Vernon. Red. Tr. Pkt.....25c ⅛ oz.....75c

GRACILIS

This type produces very compact little plants that are literally covered with flowers.

Carmen. Bright pink flowers with richly contrasting bronze foliage. Tr. Pkt.....\$1.00 1/64 oz.....\$1.75

Enchantress. A new Begonia of great value to the florist. (Better than Prima Donna.) Of compact growing habit; pale green foliage; flowers large and of bright pink color. Unusually free flowering. Tr. Pkt.....50c 1/64 oz.....\$1.75

Indian Maid. Has the same deep bronze foliage of Carmen with bright deep scarlet flowers producing a highly attractive combination. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Luminosa. Deep scarlet with reddish brown foliage. Tr. Pkt.....\$1.00 1/32 oz.....\$1.75

Luminosa Compacta. From the middle of July onwards the small dark brown foliage is hidden by the mass of medium sized bright scarlet blossoms. This new variety, coming true from seed, is very useful for beds, borders, edgings and also as pot plants. Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Prima Donna. Limpid rose shading to carmine. Very excellent variety. Tr. Pkt.....\$1.00 1/32 oz.....\$2.15 1/16 oz.....\$4.00

Tausendschoen (Gracilis). Lustrous rose. Tr. Pkt.....\$1.00

Said to be the best bedding variety in existence.

White Pearl. Best white, light green foliage. Tr. Pkt.....50c 1/32 oz.....\$1.65

Pink Pearl. Dwarf, one of the best for pot culture. Tr. Pkt.....\$1.00

Red Pearl. Dwarf, brilliant dark scarlet. Tr. Pkt.....\$1.00

DOUBLE FLOWERED

Coppery Gold (New). Double flowered. Many flowers are like tiny roses which are very effective when fully opened. Color: old gold merging into copper red or coppery salmon, usually tinged with carmine. The seedlings produce about 80% doubles. Blooms from July until frost. Tr. Pkt.....\$1.00

Mrs. Helen Harms (New). The flowers are about 1½ inches in diameter and of a deep canary yellow. A worthy addition to this new family. Tr. Pkt.....\$1.00

TUBEROUS ROOTED

Single. Large Flowering. Mixed. Tr. Pkt....50c 1/32 oz....\$2.50

Double. Large Flowering. Mixed. Tr. Pkt....\$1.00 1/64 oz....\$5.50

BLUE LACE FLOWER (See *Didiscus Coeruleus*)

BRACHYCOME (*Swan River Daisy*)

IBERIDIFOLIA. A free blooming annual with small flowers.

Azure Blue. The most popular color. Tr. Pkt.....15c Oz.....85c

Mixed Colors. Tr. Pkt.....15c Oz.....65c

BROWALLIA

Very useful flowering annuals.

Speciosa Major. Color brilliant ultramarine blue, suitable for pot plant, bedding and border work. For outdoor work seeds should be sown in February, or later, shifted in pots, and planted out in May. Plants will bloom all summer.

Tr. Pkt.....35c 1/32 oz.....\$1.00

Speciosa Major Alba. Same as above but pure white.

Tr. Pkt.....50c 1/64 oz.....\$1.50

Viscosa Compacta Sapphire. Excellent pot plant. Compact grower. Dark blue flowers with white eye. Tr. Pkt....35c 1/16 oz....\$1.00

CALCEOLARIA

Our strain of these is produced by the foremost specialists of the world.

A. B. C. Triumph Mixed. A special florists' selection. Medium dwarf in growth, producing an exceptional assortment of colors and shades. Highly recommended. Tr. Pkt.....\$1.00

MULTIFLORA NANA

Indian Prince. This is a new color selection from the popular Multiflora Nana strain, retaining the fine dwarf, free-flowering habit. The color is a rich dark scarlet with an orange suffusion, a color that will contrast richly with the new Golden Tiger of the same class. Tr. Pkt.....\$1.00

Golden Tiger. Bright, golden yellow flowers with dark brownish red dots, masses of small substantial blooms spread in plenty above the foliage. A most desirable new kind. Tr. Pkt.....\$1.00

Hybrida Multiflora Nana. Mixture-dwarf compact growth. Medium size brightly colored flowers. A great favorite with the trade.

Tr. Pkt.....\$1.00 1/64 oz.....\$4.25

HYBRIDA GRANDIFLORA

Tigrina. Large flowered "Tigered" or spotted mixture.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Hybrida Grandiflora Mixed. A special mixture of varied colorings. Grows about 18 in. high. Large flowered, vigorous growth.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Cloth of Gold. Medium large flowered, rich pure golden yellow.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.25

Albert Kent. Immense trusses of golden yellow flowers with maroon blotches. Tr. Pkt.....\$1.00 1/64 oz.....\$2.50

Albert Kent Hybrids. A much liked mixture of varied colors.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00

Feltham Scarlet. Plants are fairly dwarf and compact in habit and the flowers of a rich dark scarlet. Tr. Pkt.....50c

Kelway's Perfect Model. A fancy large flowered mixture.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.25



Calceolaria Hybrid

CALCEOLARIAS (Continued)

RUGOSA TYPE

Hybrida Flower Cloud. Extraordinary masses of brilliant yellow flowers, over a hundred "Lady Slippers" on the center stem with hundreds of blossoms on the side shoots; lasts for weeks in undiminished glory. Besides yellow, there are varying shades of brown and orange. Height 12 inches. Tr. Pkt.....\$1.00

Rugosa Hybrids Mixed. Comparatively small flowers. Provide pot-plants and desirable for cutting. Tr. Pkt.....\$1.00

CALENDULAS

A. B. C. IMPROVED SENSATION

Considered by many to be the best Calendula for cut-flower purposes. Flowers very large, deep orange with scarlet sheen, light center.

Tr. Pkt.....25c 1/4 oz.....45c 1/2 oz.....85c
1 oz.....\$1.50 2 oz.....\$2.75 4 oz.....\$5.75

THE FOLLOWING IN ORIGINATOR'S PACKETS

Ball Masterpiece. Clear rich orange with an attractively contrasting dark brown center. This is our most popular standard cut-flower variety.

Ball Long Orange. The standard long-stemmed orange with light center. Preferred by many growers for its long stem.

Ball Lemon Queen. Clear medium deep yellow with a dark brown center that contrasts most effectively. Generally preferred yellow.

Ball Gold. Deep golden yellow, long-stemmed and large flower with light center. Stem, size, and color in this are outstanding.

Ball Supreme. Light shade of orange with a richly contrasting brown center, not extra long-stemmed but freer flowering than any of the above.

Ball Apricot. Rich apricot or straw color with a finely contrasting brown center. Same habit as Ball's Supreme, from which it is a selection. Inclined to occasionally produce orange petals with the apricot. Same should be grown for variety.

Note: Unit price on weight lots will apply in combination with two or more of above varieties. For instance, on 1/4 oz. each of four varieties, instead of 60c each, or \$2.40 for the four, the ounce price of \$2.00 will be accepted.

ALL of the above uniformly priced as follows:

Tr. Pkt.....40c 1/4 oz.....60c Oz.....\$2.00
2 oz.....\$3.50 4 oz.....\$6.50 Lb.....\$20.00

Ball Calendula Mixture.

Tr. Pkt.....35c 1/4 oz.....50c Oz.....\$1.75 Lb.....\$18.00

OUTDOOR VARIETIES

Frilled Beauty. The flowers are large and full, completely double with good stiff petals which are semi-rounded in appearance. Stems are long and fine for cutting, and the color is a deep orange.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

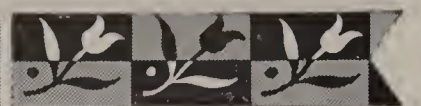
Orange Fantasy. A unique form never before seen in this favorite flower. Outer petals are long, the inner petals short, curled and interlaced to form a heavy crest. Flowers are of a deep bronzy or coppery orange with petals edged deep mahogany-red. 15 inches tall.

Tr. Pkt.....25c

CALENDULAS CONTINUED ON NEXT PAGE



Calendula A. B. C. "Improved Sensation"
About one-half natural size



CALENDULAS (Continued)

OUTDOOR VARIETIES (Continued)

Improved Orange Shaggy. Deep orange shading lighter at the center, plants are free flowering, neat and compact, bearing long stems which make the fringed petaled flowers equally useful in the garden or for cutting. Tr. Pkt.....15c 1/4 oz.....25c Oz.....65c

Chrysantha or Sunshine. The large double flowers are an exquisite shade of clear buttercup yellow, with long, loosely arranged petals which droop somewhat to give the rounded appearance of a Chrysanthemum. Tr. Pkt.....15c Oz.....75c 2 oz.....\$1.25

Chicago Favorite. A new large flowering, deep orange calendula, which has been accepted by the trade as a good cut flower variety. Tr. Pkt.....40c 1/4 oz.....60c Oz.....\$2.00

THE FOLLOWING ARE DESIRABLE KINDS FOR BEDDING—(Not recommended for cut flower production)—

Lemon Queen. Light or lemon yellow.

Orange King. Dark centered orange, of compact growth and valuable for bedding.

Radio. Bright orange with quilled petal. Of compact growth and distinctly effective for bedding.

Radio Golden Beam. Clear yellow Radio.

Price: All the above bedding varieties:

Tr. Pkt.....15c Oz.....50c 4 oz.....\$1.75

Bedding Mixture. Evenly proportioned mixture of all compact bedding varieties. Tr. Pkt....15c Oz....50c 4 oz....\$1.50 Lb....\$5.00

CALLIOPSIS (Annual)

Gold Crest (Drummondii). A fine semi-double novelty with beautiful flowers of a rich golden brown color with a reddish brown zone, that averages 2 1/2 to 3 inches across and comes with a double row of petals. A big improvement over the old "Golden Wave."

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Golden Crown (New). Rich golden yellow, shining maroon central zoning. Tr. Pkt.....35c

Golden Wave (Drummondii). Yellow. Tr. Pkt....10c Oz.....20c

Nigra Speciosa. Dark brown. Tr. Pkt.....15c Oz.....25c

Radiata Tigrina (Tiger Star). Tr. Pkt.....10c Oz.....40c

Mixed Dwarf. Tr. Pkt.....10c Oz.....30c

CAMPANULA (Canterbury Bells) (Annual)

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. Seed planted in February blooms in July.

SINGLE

Angelus Bell. Deep Rose.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Blue Bell. Cambridge Blue.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Liberty Bell. Violet-Blue.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Mission Bell. Pink.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Wedding Bells. Pure White.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

Choice Mixed contains dark blue, light blue, pink, rose and white. Winner of Gold Medal in the 1933 All-American Selections.

Tr. Pkt.....10c 1/4 oz.....25c Oz.....75c

CANARY BIRD VINE

Tropaeolum Canariense. Flowers bright canary yellow.

Tr. Pkt.....10c Oz.....25c 1/4 lb.....75c

Unsolicited Testimonial

THE BYRD NURSERIES, Inc.
Omaha, Nebraska

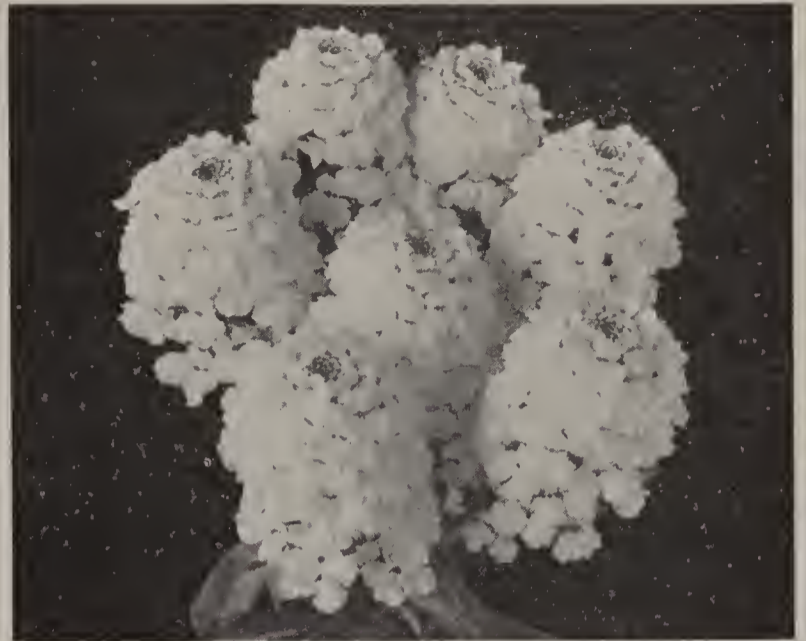
November 21, 1939.

American Bulb Company,
1335 W. Randolph Street,
Chicago, Illinois.

Gentlemen:

Last spring we used your "De Luxe All-Double" Petunia seeds and were very pleased with the results. They bloomed very freely all summer long, even during the intense heat.

Yours very truly,
THE BYRD NURSERIES, Inc.
(Signed) F. W. Byrd



A. B. C. Giant Hyacinth Flowered Candytuft

CANDYTUFT

A. B. C. SPECIAL GIANT HYACINTH FLOWERED

White. Particularly recommended for under glass; provides excellent cut flowers.

We have an exceptionally fine strain of the true kind.

Tr. Pkt.....15c Oz.....75c 1/4 lb.....\$2.25 Lb.....\$7.00

UMBELLATA TYPE

If you have grown annual Candytuft before and found it a poor seller, it is more likely that you had too much of the white variety. Try in its place a few of the colored varieties, such as Pink, Rose, Carmine, Lavender and Crimson and be convinced that this annual is of much use in the florist's establishment in the spring. It will take about five months to bring them into flower indoors. Plans may be made accordingly, taking into consideration the period cut flowers will be of most use to the individual florist. A good time for one planting is soon after the winter holidays, as space becomes available. Some growers sow the seed singly, planting out later at the distance of a foot apart. Valuable for cutting.

	Tr. Pkt.	Oz.	4 Oz.
Carmine. 12 inches.....	15c	40c	\$1.00
Crimson. 12 inches.....	15c	40c	1.00
Lavender. 12 inches.....	15c	40c	1.00
Lilac. 12 inches.....	15c	40c	1.00
Pink. Flesh color. 12 inches.....	15c	40c	1.00
Rose Cardinal. 12 inches. Brilliant rosy red.....	15c	50c	1.00
White. 12 inches.....	15c	40c	1.00
Mixed. 12 inches.....	10c	30c	.90

CORONARIA TYPE

Empress. Large white, 1 foot.

Tr. Pkt.....15c Oz.....30c 4 oz.....90c

Miniature Gem. Miniature white flowers about 3 1/2 inches high. Each plant produces 4 to 6 spikes. A real gem for rock gardens.

Tr. Pkt.....15c 1/4 oz.....25c Oz.....75c

CARDINAL CLIMBER

Hybrids. Rapid growing annual climber, producing a profusion of brilliant cardinal red flowers. To hasten germination file or cut notch in seed. Tr. Pkt.....15c Oz.....60c

CARNATION

Engleman's Perpetual Flowering Mixture. A gold medal hybrid mixture of perpetual or greenhouse Carnations, may be grown outdoors during the summer, if disbudded. Tr. Pkt.....\$1.00 1/16 oz.....\$1.60

Enfant de Nice Strain. Preferred by many.

Red, Rose, Salmon, White.

Tr. Pkt.....50c 1/8 oz.....\$1.00 1/4 oz.....\$1.75

Mixed. Tr. Pkt.....35c 1/4 oz.....\$1.25

Chabaud's Giant Improved Strain.

Cardinal Red, Deep Rose, Flesh Pink, Rose Pink, White.

Tr. Pkt.....30c 1/4 oz.....65c Oz.....\$2.25

Mixed. Tr. Pkt.....30c 1/4 oz.....65c Oz.....\$2.25

Marguerite (Special Mixed). Very early flowering, giving an abundance of bloom within five months from planting. The flowers are very fragrant, on good stems and 16 to 20-inch plants.

Tr. Pkt.....25c Oz.....\$1.25

CELOSIA

PLUMOSA (*Ostrich Plume*)

	Tr. Pkt.	¼ oz.	Oz.
Crimson. 2½ feet.....	\$0.25	\$0.40	\$1.25
Orange. 2½ feet.....	.25	.40	1.25
Mixed. 2½ feet.....	.20	.40	1.00

Heatherdell Mixture. Giant trusses of elegantly feathered and inter-laced plumes. Red, pink, henna and yellow shades mixed.

Tr. Pkt.....50c

Superba. The highest bred strain of Plumed Celosias. The result of 30 years of careful and continued selection. The most beautiful and showy of annuals. Great fluffy plumes of the most brilliant colors. A new fading flower which continues to increase in beauty until killed by frost. Tr. Pkt.....35c ¼ oz.....\$1.00 ¼ oz.....\$1.75

Liliput Dwarf Fire Feather. Excellent for pots and combinations.

Tr. Pkt.....25c ¼ oz.....60c

Flame of Fire. Excellent pot plant. Also desirable for bedding and cutting. 18 inches. Tr. Pkt.....50c ¼ oz.....\$1.00

NOTE!—"Flame of Fire" was used in a striking manner at the 1937 F. T. D. Convention, associated with Gardenias as a corsage.

Pride of Castle Gould. 2 to 3 feet. Colors from deep crimson to light yellow. Mixed. Tr. Pkt.....25c ¼ oz.....60c

Thompson Magnifica. Grows 2 feet high. The choicest mixture of the feathered varieties.

Mixed. Tr. Pkt.....25c ¼ oz.....60c Oz.....\$2.25

CHILDSI (*Chinese Woolflower*)

	Tr. Pkt.	Oz.
Crimson 3 Feet High	\$0.25	\$1.40
Rose25	1.40
Yellow25	1.40
Mixed25	1.25

BRYSONI (*Chrysanthemiflora*)

Mixed. One of the most effective and largest florist cut flowers.

Tr. Pkt.....25c ¼ oz.....50c

CRISTATA (*Dwarf Cockscomb*)

Royal Velvet. Awarded Honorable Mention, All-America Council. A new, early blooming, base-branching plant growing about 2 feet high. Extra large center head of rich ruby red with velvety texture surrounded by numerous erect branches mounted with medium-sized combs. The foliage is bronzy green with reddish margins.

Tr. Pkt.....35c ¼ oz.....85c ¼ oz.....\$1.50

Empress. Bright red; dark foliage. Tr. Pkt.....25c Oz.....\$2.00

Glasgow Prize. Dark crimson. Tr. Pkt.....25c Oz.....\$2.00

Choice Mixed. Tr. Pkt.....25c Oz.....\$2.00

CRISTATA (*Tall Cockscomb*)

Miracle. Grows two to three feet high without branches terminated with remarkable cockscombs of enormous size, some round, others cockscomb shape, with surface like velvet plush, others of waved or corrugated appearance.

The range of color is remarkable. Brilliant shades of red from dark crimson to scarlet, white, yellow, salmon and gold, golden pink, bronze, purple, etc. At its best, September until frost.

Mixed colors. Tr. Pkt.....35c ¼ oz.....75c

CENTAUREA

(*Bachelor Button or Cornflower*)

Popular free-flowering annuals. Now largely grown under glass, particularly for Mother's Day sales, also Decoration Day.

CYANUS DOUBLE (*A. B. C. Special Strains*)

The flowers of these strains are very large, fully double, and the colors intensified. Exceptional florists' quality.

	Tr. Pkt.	Oz.	4 oz.	Lb.
Blue Boy. Double blue.....	\$0.15	\$0.40	\$1.30	\$4.00
Pinkie. Deep pink.....	.15	.40	1.30	4.00
Red Boy. Deep red.....	.15	.40	1.30	4.00
Snow Man. White.....	.15	.40	1.30	4.00
Special Mixed15	.40	1.30	4.00

CYANUS DOUBLE (*Standard Strains*)

	Tr. Pkt.	Oz.	Lb.
Blue	\$0.15	\$0.40	\$4.00
Carmine15	.40	4.00
Rose15	.40	4.00
White15	.40	4.00
Atropurpurea. Maroon.....	.15	.40	4.00
Ruby. Rich, deep ruby.....	.15	.40	4.00
Mauve Queen. Soft mauve.....	.15	.40	4.00
Double Mixture15	.40	4.00
Jubilee Gem. A dwarf compact-growing form, deep blue flowers; good for pots and bedding; 12 inch15	.40	...

IMPERIALIS (*Sweet Sultan*)

Excellent for cutting.

Lavender Beauty. (New.) Light lavender white center.

Tr. Pkt.....25c Oz.....\$3.00

	Tr. Pkt.	Oz.
Giant Rose	\$0.15	\$0.50
Deep Lavender15	.50
Amaranth Red15	.50
White15	.50
Delicate Lilac20	.50
Imperial Giant. Mixed.....	.15	.40

Suaveolens (Yellow Sweet Sultan or Grecian Cornflower). Large, bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well. Tr. Pkt.....15c Oz.....40c

Moschata. Mixed Sweet Sultan. Tr. Pkt.....15c Oz.....50c

DUSTY MILLER (*White Leaved*)

For borders, vases, blankets, etc.

Candidissima. 6 inch. Silver gray foliage.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Gymnocarpa. 24 inch. Fine, silvery foliage.

Tr. Pkt.....15c Oz.....50c

AMERICANA

Grows 3 feet high and bears immense thistle-like blooms. Splendid for cutting.

Rosy Lavender. Tr. Pkt.....15c Oz.....50c

Alba. White. Tr. Pkt.....15c Oz.....50c

CHINESE FORGET-ME-NOT (*See Cynoglossum Amabile*)CHORIZANTHE (*Turkish Rugging*)

Palmeri. Dense mat-like Statice flowers. Tr. Pkt.....10c Oz.....75c

CHRYSANTHEMUMS

Annual Chrysanthemums are important florists' plants, being useful in many ways in the flower shop and, at the same time, they are inexact in their cultural needs. A number of annual species or plants which are treated as annuals are mentioned in the literature, but two kinds, *C. Carinatum*, and *C. Segetum*, cover most of the material now in general commerce. These are all easily grown, coming into flower quickly, and the modern kinds are mostly pleasing colors, making good cutting material outdoors in summer or under glass in winter. Perhaps the most popular species at present is *C. Segetum*, especially the Star varieties, such as Evening Star (golden yellow), Eastern Star (light yellow with a dark disc and yellow ring), and Morning Star (immense flowers of an attractive primrose).

CHRYSANTHEMUMS (Continued on Next Page)



Centaurea Cyanus



CHRYSANTHEMUMS (Continued)

SEGETUM	Tr. Pkt.	Oz.
Eastern Star. Light yellow.....	\$0.15	\$0.25
Morning Star. Primrose yellow.....	.15	.25
Evening Star. Sunflower yellow.....	.15	.25
White Star. Creamy, with yellow center.....	.15	.25
Single Mixed. Segetum.....	.15	.25

All of the above have dark centers excepting White Star.
Zebra. The first definite two-colored variety in the Chrysanthemum Segetum class. The tips of the petals of these medium-sized blooms, 2 inches across, are mahogany red, encircling brilliant yellow. A gay combination of colors, peculiarly attractive. The color contrast is considerably increased by means of a dark disc. Chrysanthemum Segetum "Zebra" is particularly suitable for borders and edgings on account of its dwarf and spreading growth and it is valuable as a lasting flower for cutting purposes. Tr. Pkt.....50c

CARINATUM	Tr. Pkt.	Oz.
Burridgeanum. White with scarlet zone.....	\$0.15	\$0.25
Northern Star. Giant white, yellow zone.....	.15	.25
Double Mixed. Coronarium annual.....	.15	.25

Golden Crest. Hardy annual, 3 to 4 feet. Golden Crest has the robust constitution of the Coronarium varieties, making vigorous and strong, well-branched plants 3 to 4 feet in height. The flowers are produced so freely that one plant will carry as many as 50 to 60 blooms. Tr. Pkt.50c

CINERARIAS

CREMER'S PRIZE

Produces somewhat smaller blooms than does "Eriksson's" with plants of good height and is of such high sale value that growers, in our opinion, will not go amiss in planting liberally of both. The originator is constantly improving the strain.
Tr. Pkt. (1000 seeds).....\$1.50 1/32 oz.....\$4.00

MULTIFLORA MAXIMA (Eriksson's Private Stock)

A new A. B. C. introduction. Medium sized flowers—plants of medium height. A great favorite in the Chicago market.
Tr. Pkt. (approximately 500 seeds).....\$1.00

SITER'S RAINBOW STRAIN

Although it carries immense flower heads, its compact growth and small round leaves require little room. Medium large flowers, ranging from the bright-eyed types to the finer pastel shades. Delivery from July on. Originator's packets—each.....\$2.00



Cineraria Cremer's Prize

CINERARIAS (Continued)

HYBRIDA GRANDIFLORA

A. B. C. PRIZE

The world's best strain of the large flowering type.			
	Tr. Pkt.	1/32 oz.	1/16 oz.
Blue Shades	\$1.00	\$3.50	\$6.00
Crimson	1.00	3.50	6.00
Salmon Shades	1.00	3.50	6.00
Prize Mixture	1.00	3.50	6.00

BERLIN MARKET

Medium large flowered and dwarf growth.		Tr. Pkt.	1/64 oz.
Dark Blue	\$1.00		\$1.50
Dark Crimson	1.00		1.50
Weissensee Mixture. A white-eyed strain with good growth and flower head. Tr. Pkt....	\$1.00	1/64 oz....	\$1.60 1/32 oz....\$2.75

MISCELLANEOUS STRAINS

Multiflora Nana Mixed. Small flowered. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling baskets, boxes, etc., for Easter and Mothers' Day sales.
Tr. Pkt.....\$1.00 1/32 oz.....\$2.50
Stellata Hybrida. Desirable for cutting. Tr. Pkt.....50c

MARITIMA (Dusty Miller)

Candidissima. For bedding, vases, baskets, etc.	
Tr. Pkt.....	15c Oz.....40c
Diamond. Improved form of Dusty Miller.	
Tr. Pkt.....	15c Oz.....50c

CLARKIA

ELEGANS DOUBLE

These desirable flowers are rapidly gaining popularity as cut flowers. Desirable for either indoor or outdoor culture.

	Tr. Pkt.	Oz.
Albatros. White, upright, compact.....	\$0.15	\$0.60
Firebrand. Copper scarlet.....	.15	.60
Orange King. Bright orange.....	.20	.60
Queen Mary. Rose-carmine.....	.15	.60
Salmon Queen15	.60
Scarlet Queen15	.60
Mixed15	.50

CLEOME PUNGENS

Spider Plant. Rose. Tr. Pkt.....	15c Oz.....40c
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COBAEA SCANDENS (Cup and Saucer Vine)

Plant seeds edgewise to insure good germination.			
Blue. Tr. Pkt.....	15c Oz.....50c	1/4 lb.....	\$1.25
White. Tr. Pkt.....	20c Oz.....		\$0.80

COLEUS

Giant Exhibition Mixed (Extra).			
Tr. Pkt.....	75c 1/64 oz.....\$1.00	1/32 oz.....	\$1.75
Hybridus "Rainbow" Mixture. Giant leaves of superb variation saved from finest collection. Tr. Pkt.....			
	35c 1/16 oz.....		\$1.00
Lacinated and Fringed Mixed. Tr. Pkt.....			
			50c

CONVOLVULUS (Morning Glory)

IMPERIAL-EXTRA LARGE

These mammoth flowering imperial Morning Glories often measure more than 6 inches across and are entirely distinct from the Morning Glory generally known. In fact, they variably create somewhat of a sensation when in bloom. For pot or window box culture, if the runners are pinched two or three times the plant will form a dwarf and compact shape, bearing innumerable gigantic flowers. Florists who cater to the public in the way of small plants for home garden show will, we believe, find the above profitable to offer from 2 1/4" pots.

Light Chocolate, Blushed White.	Red, White Margined.
Pink.	Red, Flaked White.
Purple Self.	Sky Blue Shades.
Red Self.	White.
All Colors Mixed.	
Price—All of the above:	
Tr. Pkt.....	20c Oz.....75c

SPECIAL NOTE! We also highly recommend Ipomoea (Morning Glory) "Heavenly Blue," likewise for merchandising in small pots.



COSMOS

DOUBLE EXTRA EARLY

Sensation Mixed. The fluted flowers are most informal as they bloom in a variety of shapes and forms, though the doubles percentage is quite high as the seed was hand picked from double plants only. It is difficult to do justice to the beauty of these large and perfectly moulded double flowers in a written description.

Tr. Pkt.....35c 1/8 oz.....\$1.60 1/4 oz.....\$3.00

DOUBLE EXTRA EARLY FLOWERING

Crimson, Pink, or White.

Tr. Pkt.....40c Oz.....\$2.00

Mixed. Tr. Pkt.....30c Oz.....\$1.50

SINGLE FLOWERING

EXTRA-EARLY EXPRESS.

Begins to bloom early July and continues till frost.

Crimson, Pink, White, or Mixed. Flowers in 45 days; 2 1/2 feet.

Tr. Pkt.....20c Oz.....75c

Mammoth Early. Single flowering; **crimson, pink or white.**

Tr. Pkt.....15c Oz.....35c

Mixed. Tr. Pkt.....15c Oz.....30c

SENSATION

A very early giant flowering variety. Blooms large, 4 to 6 inches across. Height, 6 feet.

	Tr. Pkt.	1/4 oz.	Oz.
Pinkie. Beautiful pink	\$0.25	\$0.45	\$1.50
Purity. Pure white25	.45	1.50
Crimson Beauty35	.60	2.00
Mixed. Pink and white.....	.25	.45	1.50

(See Center of This Book for Colored Plate)

SINGLE LATE FLOWERING

LADY LENOX

	Tr. Pkt.	Oz.
Crimson	\$0.15	\$0.25
Pink15	.25
White15	.25
Mixed15	.25

KLONDYKE

Yellow. Tr. Pkt.....25c Oz.....\$1.00

Orange Flare. Vivid orange with light green foliage. Blooms in less than four months from sowing. Tr. Pkt..25c 1/4 oz..35c Oz...\$1.00

CUPHEA (Cigar Plant)

Platycentra. Russet-orange. Excellent for pot plants and borders.

Tr. Pkt.....50c 1/8 oz.....\$1.25

Firefly. This is a semi-dwarf, compact growing annual about 10 to 12 inches in height with a spread of about 12 inches. The flowers are freely produced, and as you can see on the plant, somewhat fluted in formation, a deep rosy scarlet color, deepening to almost purple at the center. The foliage is very attractive, the plants grow very readily from seed and flower in about five months from the time they are sown. Tr. Pkt.....50c 1/8 oz.....\$1.00

CYCLAMEN

True Ferd. Fischer's Giant-Flowering Strain
Preferred by the "Particular Grower" and Now Accepted
as "Standard" for American and Canadian Culture

If interested in producing Cyclamen plants that qualify in every way, plant the true Ferd. Fischer Strain. Fischer's Giant-Flowering Cyclamen justifies in every way the praise of critical growers and critical buyers. Introduced 20 years ago, this strain has continued to maintain its reputation with the largest growers. Seed of highest germination is now ready for distribution.

	Per 100 Seeds	Per 1,000 Seeds	Per 5,000 Seeds
Glowing Dark Red. Christmas red.....	\$1.25	\$11.00	\$50.00
Glowing Bright Red. Cherry red.....	1.25	11.00	50.00
Rose of Marienthal. Bright rose.....	1.25	11.00	50.00
Pure Rose	1.25	11.00	50.00
Pure White	1.25	11.00	50.00
White with Carmine Eye	1.25	11.00	50.00
Glory of Wandsbek. Dark salmon.....	1.45	13.00	60.00
Harlequin. Rainbow colors.....	1.45	13.00	60.00
Improved Rose of Zehlendorf. Delicate salmon	1.45	13.00	60.00
Improved Perle of Zehlendorf. Dark salmon..	1.45	13.00	60.00



Type of Fischer's Giant Cyclamen
"Preferred by the Particular Grower"

CYCLAMEN (Continued)

	Per 100 Seeds	Per 1,000 Seeds	Per 5,000 Seeds
Bonfire. Brilliant salmon.....	\$1.80	\$16.00	\$75.00
America. Golden salmon.....	1.80	16.00	75.00
New Ruffled. Delicate salmon.....	1.95	17.00	80.00
New Ruffled. Dark salmon.....	1.95	17.00	80.00
Liebesfeuer. Ruby salmon.....	1.70	15.00	70.00
Silvery Lilac Salmon (New)	1.80	16.00	75.00
Lilac	1.25	11.00	50.00
Choice Mixture	1.25	11.00	50.00

VOGT'S NEW DOUBLE-FLOWERED CYCLAMEN

Admiration. Salmon-rose with shaded eye.

Prosperity. Flaming rich rose; distinct clear color.

Cerise Brilliant (New). Rich cerise-red.

Rosea. Soft rose with coral cast.

Mixture of Vogt's Strain.

Prices of above varieties of Vogt's Strain:

100 seeds.....	\$2.50	500 seeds.....	\$10.75
250 seeds.....	5.75	1,000 seeds.....	20.00

CYNOGLOSSUM (Chinese Forget-Me-Not)

AMABILE

An exceptional cut flower for under glass or outside.

	Tr. Pkt.	Oz.
Blue	\$0.15	\$0.30
Bluebird. Improved Strain.....(1/4 oz., 30c)	.20	1.00
Firmament (New). A dwarf (15 inches) selection from the original blue strain; rich blue, even habit.....	.35	...
Pink15	.50

CYPERUS (Umbrella Plant)

Alternifolius. Tr. Pkt.....25c Oz.....\$1.00

CYPRESS VINE (Ipomoea Quamoclit)

Mixed. Tr. Pkt.....15c Oz.....25c

DAHLIA

Salbach's New Improved Unwin Dwarf Hybrid Mixture. Exceptional for pot plants or bedding.

Tr. Pkt.....25c 1/4 oz.....75c Oz.....\$2.50

Double Large Flowering. Mixed, from named varieties.

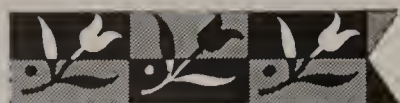
Tr. Pkt.....50c 1/4 oz.....\$1.60

Cactus Flowered Mixed. Tr. Pkt.....50c 1/4 oz.....\$1.60

Single, Mixed. Tr. Pkt.....25c Oz.....\$1.25

New Coltness Hybrids. Dwarf single type; very free-flowering, height 2 feet. Choice mixed colors.

Tr. Pkt.....25c 1/4 oz.....75c Oz.....\$2.50



DIANTHUS

	Tr. Pkt.	Oz.
HEDDEWIGH		
Fireball. Double dark scarlet.....	\$0.15	\$0.75
Pink Beauty. Blush pink.....	.25	1.25
Snowdrift. Double. Extra large flowered, pure white.15	.75
Laciniatus Splendens. Single; extra large 2 inch; brilliant crimson, large contrasting white eye. Special mention in “All-American Trials, 1934”.....	.15	.75
Double Japan. Best mixed.....	.15	.40

DIDISCUS (Blue Lace Flower)

Coeruleus. Excellent for bouquets. Flowers continually from July until frost. A money maker for florists. Tr. Pkt.....**15c** Oz.....**80c**

DIMORPHOTHECA (African Daisy)

Choice for cutting and adapted to forcing.	Tr. Pkt.	Oz.
Aurantiaca. Orange.....	\$0.20	\$0.80
Aurantiaca. New Hybrids, Mixed20	.75
Spectabilis. Deep pink. Blooms 2 in. stems 12-14 in. long. Tr. Pkt.....	.25c	\$3.00

DOLICHOS (Hyacinth Bean)

Desirable Annual Climber. Purple. Oz.....**15c** ¼ lb.....**30c**

DRACAENA

Australis. Broad leaves. Tr. Pkt... 20c	Oz...75c	¼ lb...\$2.50
Indivisa. Narrow green leaves. The popular kind for bedding or vases. Tr. Pkt.....	15c	Oz.....40c
		¼ lb.....\$1.00

DUSTY MILLER (See Centaurea and Cineraria Maritima)

ESCHSCHOLTZIA (California Poppy)

	Tr. Pkt.	Oz.
Golden West. Yellow-orange center.....	\$0.10	\$0.25
Choice Mixed. All colors.....	.15	.60

EUPHORBIA

	Tr. Pkt.	Oz.
Heterophylla (Mexican Fire Plant)	\$0.15	\$0.60
Variegata (Snow-on-the-Mountain)15	.30

EXACUM

Affine. Light mauve with golden yellow stamens. Tr. Pkt.....	50c
Affine Atrocoeruleum. Dark lavender. Yellow stamens. Tr. Pkt.	\$1.00

SPECIAL NOTE

Provides a most useful pot plant. Numerous small dark lavender flowers with golden yellow stamens contrast wonderfully with the light green leaves. Seed sown in January or February flower in June and continue uninterruptedly until the autumn. To obtain the best results, plant two plants in each pot. Rich soil of leaf mould and turfy loam in equal parts, with some sand added, is most suitable for its cultivation, which from the end of March must be carried out either in a cold frame or a well ventilated greenhouse, with the minimum of shade. Exacum Affine is a fragrant and charming indoor plant. As a cheap market plant, it is worthy of notice.



Exacum Affine

FORGET-ME-NOTS (Myosotis)

(See Perennials Myosotis)

GAILLARDIA (Blanket Flower)

	Tr. Pkt.	Oz.
Indian Chief. Single. Brilliant bronzy red (¼ lb., \$1.75)	\$0.15	\$0.50
Picta Lorenziana, Mixed15	.35

GERANIUM

Apple Scented. 100 seeds.....	25c	1000 seeds.....\$1.80
Zonale. Single. Fine mixed. Tr. Pkt.....	35c	Oz.....\$2.40
Lady Washington. 100 seeds.....		\$2.20

GERBERA (See Perennial Seeds)

GLOXINIA

Hybrida Grandiflora. Choicest mixed. ½ Tr. Pkt...**60c** Tr. Pkt...**\$1.00**

GODETIA (Satin Flower)

Must be grown in shallow soil. The following are all good commercial colors in the large-flowered class.

GLADIOLUS FLOWERED

The flowers are double and should be cut before fully opened.

	Tr. Pkt.	Oz.
Carmine	\$0.15	\$0.60
Rosy Morn. Bright pink.....	.15	.60

UPRIGHT SINGLE

Duchess of Albany. Pure satiny white. Large flowered and tall.....	.20	.50
Sybil Sherwood (New). Bright salmon-pink, edged white. Medium dwarf.....(¼ oz., 35c)	.20	.85
The Bride. Combination of white and crimson. Attractive20	.60

DWARF COMPACT SINGLE

Thunderbolt. Deep crimson. Medium dwarf.(¼ oz., 50c)	.25	1.75
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DWARF DOUBLE AZALEA FLOWERED

Sweetheart. Dwarf—24 in. Double Poppy-like flower. Clear pink. Nice color.....	.15	.85
Tall Mixture15	.50
Dwarf Mixture15	.50

GOMPHRENA (Globe Amaranth)

Everlasting. 30 in. Makes nice material for garden decoration and cutting. The varieties Aurea Superba and Rubra are particularly attractive; also Nana Compacta Rubra is choice for edging.

GLOBOSA

	Tr. Pkt.	Oz.
Rose. Light rose-pink.....	\$0.15	\$0.25
White. Grayish white.....	.15	.25
Mixed15	.25
Aurea Superba. Orange. Large flowered. Choice for cutting. Needs support. Tr. Pkt.....	15c	Oz.....40c
Nana Compacta Rubra. Dwarf strain of Rubra. 8 in. Choice for edging. Tr. Pkt.....	15c	Oz.....50c

GOURDS (Ornamental)

	Tr. Pkt.	Oz.
Calabash	\$0.10	\$0.30
Large Varieties, Mixed10	.30
Small Varieties, Mixed10	.30

GRASSES (Ornamental)

	Tr. Pkt.	Oz.
Pennisetum Rueppelianum (Purple Fountain Grass) ...	\$0.15	\$0.60
Longistylum15	.50

Above used largely for bordering Canna beds.

GREVILLEA (Australian Silk Oak)

Ornamental foliage plant for vases, etc. Easily raised from seed. **Robusta.** Seeds should be sown in early spring with plenty of bottom heat and in a well drained, loose soil. Grown in a 60° house, 5-in. pot plants available by fall.

Tr. Pkt.....	20c	½ oz.....	40c	Oz.....	.75c
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GYPSOPHILA (Baby's Breath)

The following are always in demand to mix with other cut flowers. Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers. Several plantings can be made during the season at intervals of ten days' time, in order to have a succession of bloom.

	Oz.	4 oz.	Lb.	5 lbs.
Covent Garden Market. Extra large flowered, full petaled—flowers having 6 to 8 petals instead of the usual 4 to 5.....	\$0.20	\$0.60	\$1.60	\$6.50
London Market. Slightly taller than Covent Garden Market and later.....	.25	.60	1.75	7.00
Paris Market. Standard medium size flowered strain15	.40	1.00	4.50
Elegans Carminea. Same habit as others but with bright carmine-pink flowers. Rather small flowered. Tr. Pkt.....	10c	Oz.....25c	¼ lb.....75c	
Elegans Rosea. Delicate pink. Tr. Pkt.....	10c	Oz.....20c	¼ lb.....60c	Lb.....\$2.00



HELICHRYSUM (Strawflowers)

Our strain produces large, perfect double flowers. Excellent for cut flowers, either fresh or in dried state.

	Tr. Pkt.	Oz.	Lb.
Fireball. Showy, deep crimson.....	\$0.15	\$0.50	\$6.00
Golden Ball. Clear golden yellow.....	.15	.50	6.00
Canary Yellow Buttercup (New).....	.15	.50	6.00
Rose-Carmine15	.50	6.00
Rose-Pink15	.50	6.00
Salmon-Pink15	.50	6.00
Silver Pink15	.50	6.00
White15	.50	6.00
Violet15	.50	6.00
Mixed. All colors.....	.15	.50	5.50

HELIOTROPE

Can be bloomed from seed in four months.

Lemoine's Giant. Excellent large flowering strain.

Tr. Pkt.....25c Oz.....\$1.75

HOLLYHOCK (Annual)

Indian Spring. (Awarded Silver Medal, All-America Council.) Produces flowers of attractive bright rose and rosy carmine shades, of a size similar to the Single Perennial Hollyhock; however, seed sown in February will bloom freely in early August. "Indian Spring" attains a height of six feet or more, with flowering branches produced freely from about a foot from the soil. "Indian Spring" produces a compact pyramidal plant that is worthy of high recommendation.

Tr. Pkt.....25c 1/8 oz.....50c 1/4 oz.....85c Oz.....\$3.00

HONESTY (Lunaria)

(See Perennials Lunaria)

HUMULUS (Hop)

Japonica. Ornamental. Tr. Pkt.....15c Oz.....60c
Variegata. Climber. Tr. Pkt.....15c Oz.....60c

HUNNEMANNIA

FUMARIAEFOLIA (Bush Escholtzia)

Sunlite. Brilliant canary-yellow, semi-double.

Tr. Pkt.....25c 1/4 oz.....45c Oz.....\$1.50

Single Yellow. Tr. Pkt.....15c Oz.....50c

ICE PLANT (See Mesembryanthemum)

IMPATIENS

Provide splendid pot plants for Christmas sales. Also useful for porch boxes. Will succeed in partial shade.

Holstii. Liegnitzia. Deep vermillion-red. Tr. Pkt.....50c

Holstii. Hybrids. Finest mixture. Tr. Pkt....50c 1/16 oz.....\$1.00

Sultanii. Bright rose. Tr. Pkt.....50c 1/16 oz.....\$1.00

Sultana Hybrida. Mixed. Tr. Pkt.....50c 1/16 oz.....\$1.00



Ipomoea (Morning Glory) "Scarlett O'Hara"

IPOMOEA (Moonflower, Etc.)

(See colored illustration in center of this book)

Clark's Early-Flowering Heavenly Blue. This strain is well known and widely used throughout the United States. It is early-flowering and makes a sparse growth of foliage. When growing Ipomoeas, care should be taken to plant them in a dry, sandy location, and fertilizer should never be applied. One of the most admired flowering vines at the Chicago Century of Progress. This climber made a beautiful showing on the back wall of the Horticultural Building. A color of pure, unrivalled beauty. Tr. Pkt.....15c Oz.....75c 1/4 lb.....\$2.25

Tr. Pkt. Oz. Lb.

Bona Nox (Evening Glory). Large blue.....\$0.10 \$0.20 \$2.20

Noctiflora (Moonflower). White seeded......15 .30 4.00

Noctiflora (Moonflower). Black seeded......15 .30 4.00

Rose Marie. Double deep rose......20 .75 ...

Setosa (Brazilian Morning Glory). Red......10 .30 ...

Cornell. So named because it reproduces the colors of Cornell University; this Morning Glory has giant carnelian red flowers with a pure white border, the flowers measuring as much as 3 1/2 inches across. Resembles "Scarlett O'Hara" in color but has the contrasting white margin. Tr. Pkt.....15c Oz.....\$1.25

Crimson Rambler. Very similar to "Scarlett O'Hara" but with white throat and heart-shaped leaves. This is a beautiful climber, but not suitable for window boxes as is "Scarlett."

Tr. Pkt.....25c Oz.....\$1.50

Alamo. (Mile-a-Minute Vine.) Creamy white deep wine red center.

Tr. Pkt.....15c Oz.....25c 1/4 lb.....85c

IPOMOEA "SCARLETT O'HARA"

(Awarded Gold Medal, All-America Selections, 1939)

"Scarlett O'Hara" is an entirely new color in a Morning Glory, a rich dark wine red, or deep rosy crimson. Few introductions in recent years have caused so much interest prior to the introduction and now that "Scarlett" is with us, we can say it warrants all that was expected earlier. Though the flowers are not as large as "Heavenly Blue," they are of good size, about 4 inches in diameter, and freely produced on fast-growing vines which start blooming within 65 days after seed is sown. The dark green foliage does not make a heavy growth.

NOTE! In order to produce freedom of bloom, sow seed in pots or tin cans and insert in soil in the open.

Tr. Pkt.....25c 1/4 oz.....85c Oz.....\$3.00

KALANCHOE

Blossfeldiana (Globulifera Coccinea). A succulent plant that is very easy of cultivation. The flowers are similar to Bouvardia in form, and in color they are very bright scarlet. Tr. Pkt...60c 3 Tr. Pkts...\$1.35

CULTURE FOR KALANCHOE. Propagated easily from seed. Sow in January and prick off when large enough. Place two plants in a pot; this will increase sales. Plants pinched in June and July will not flower as early as those not pinched. Plants should be made up similar to Poinsettias. Shade from August 16 to October 15, will produce plants for Christmas if grown in a 60-65 degree house. No specific recommendations as to soil or fertilizer. Time of later bloom controlled by temperature.

KALE (Flowering)

(So-called Ornamental Cabbage.)

Although belonging to the same family of Cabbage or Kale, this Flowering Kale is an entirely different sort of plants as to its appearance. In young stage its leaves are green just like ordinary Kale, but in autumn as the weather advances remarkably beautiful colors begin to appear and paint whole plant in self colors or in variegation.

The colors range from white, cream, pink, rose, magenta, etc., on dark green ground.

As the plants grow, the colors become more brilliant and keep well all through winter until late spring.

Considering its conspicuous color and its marvelous keeping quality, this Flowering Kale should gain great popularity as pot plants for Xmas or New Year decoration or as bedding out plants for winter and spring borders.

Exhibited at the National Floral Show, Houston, Texas, 1939. The above created a wonderful amount of interest, both from florists and the public as well. New crop seed now ready.

Tr. Pkt.....25c Oz.....75c 1/4 lb.....\$2.50



KOCHIA

Summer Cypress or Mexican Fire Bush Childsi. Improved strain.
Tr. Pkt.....10c Oz.....20c

LANTANA

Desirable for bedding, pot culture, vases. Seed must be sown with bottom heat and early.
Dwarf Compacta, Mixed. Tr. Pkt.....15c Oz.....60c

LARKSPUR

IMPERIAL OR BASE BRANCHING

	Tr. Pkt.	Oz.	Lb.
Blue Bell. Fairly deep blue.....	\$0.25	\$0.85	\$8.00
Blue Spire. Very deep blue-violet.....	.25	.85	8.00
Carmine King. Carmine-rose.....	.25	.85	8.00
Cattleya. This is a late-flower variety and has a rich rosy lilac color and fully double flowers	.25	.85	8.00
Cinnabor Cockado (New). A rich brilliant rose-red; symmetrical, compact and double flowers	.25	.85	8.00
Coral King. Pink.....	.25	.85	8.00
Dazzler. Rich lustrous carmine color.....	.25	.85	8.00
Daintiness. Light lavender-blue.....	.25	.85	8.00
Exquisite Pink Improved. Soft pink.....	.25	.85	8.00
Gloria Improved. Bright rose-pink.....	.25	.85	8.00
Lilac Queen. Rich lilac-lavender.....	.25	.85	8.00
Lilac Spire25	.85	8.00
Los Angeles Improved. Salmon-rose.....	.25	.85	8.00
Miss California. Pink-shaded salmon.....	.25	.85	8.00
Sweet Lavender. A rich blue lavender; flowers are fully double25	.85	8.00
The Empress. Salmon pink.....	.25	.85	8.00
White King. The best clear white.....	.25	.85	8.00
White Spire. Good clear white.....	.25	.85	8.00
Mixture20	.60	7.00

STOCK FLOWERED

	Tr. Pkt.	Oz.	Lb.
Dark Blue. Rich, heavy blue.....	\$0.15	\$0.35	\$4.00
Empress Rose. Excellent pink.....	.15	.35	4.00
La France. Salmon-pink.....	.15	.35	4.00
Lilac. Desirable shade of lilac.....	.15	.35	4.00
Los Angeles. Salmon-rose.....	.15	.35	4.00
Rosamond. A pure self rose.....	.20	.75	8.00
Rose Queen. Rose-pink.....	.15	.35	4.00
Rosy Scarlet15	.35	4.00
Sky Blue. Good light blue.....	.15	.35	4.00
White15	.35	4.00
Mixed10	.25	3.00

GIANT HYACINTH FLOWERED

Produces one long non-branching spike.

Dark Blue, Lilac, Pink, Purple, White.			
Each: Tr. Pkt.....	25c	Oz.....	80c Lb.....\$8.00
Mixture. Tr. Pkt.....	15c	Oz.....	55c Lb.....\$5.50

DWARF EMPEROR TYPE

	Tr. Pkt.	Oz.
Excellent for bedding and border work.		
Ageratum Blue. Very fine.....	\$0.25	\$0.75
Enchantress. Salmon-pink choice.....	.35	1.35
Pink Delight. Rich rose-pink.....	.25	.75

LOBELIA

	Tr. Pkt.	¼ oz.	Oz.
Crystal Palace Compacta. 4 inch.....	\$0.25	\$0.50	\$1.75
Blue Gown. Clear deep blue, without eye, fine compact habit25	.75	2.75
Blue Stone. Re-selected. Compact habit, large flowers, brilliant mid-blue.....	.25	.75	2.75
Mrs. Clibran Improved. Deep blue, white eye....	.35	.80	3.00
Speciosa. Dark flowers and foliage, trailing.....	.15	...	1.00
Emperor William. Dwarf. 4 inch.....	.25	.40	1.60
Cambridge Blue. Light blue with green foliage....	.35	.85	3.00
White Lady. Pure white dwarf.....	.35	.75	...
Mixed. 10 inch.....	.25	.60	2.00
Pendula, Hamburgia. Good for hanging baskets, sky-blue, white eye.....	.25	.50	1.50
Sapphire. For hanging baskets, large deep navy-blue with white eye.....	.25	.50	1.75
Bedding Queen. (Pumila Splendens.) Dark blue with white eye dwarf.....	.25	.60	2.00



Larkspur Giant Imperial

LOPHOSPERMUM

Scandens (Climbing Foxglove). Rose.
Tr. Pkt.25c

LOVE IN A MIST (See Nigella)

LUNARIA (See Perennial List)

LUPINUS (Lupins)

HARTWEGI GIANTS OR KING

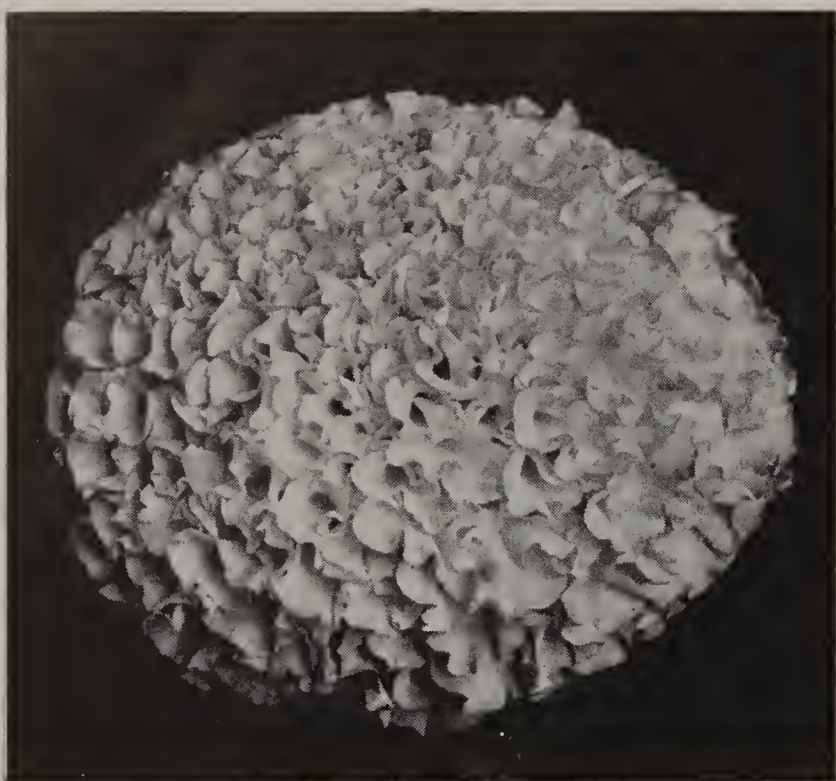
An improved strain. 3 to 4 feet high, with base branching habit. Each plant produces from 4 to 6 spikes of bloom, which are much larger than the old type.

	Tr. Pkt.	Oz.	4 oz.
Dark Blue. Enormous spikes of rich Oxford blue..	\$0.20	\$0.50	\$1.35
Sky Blue. Clear light blue.....	.20	.50	1.35
White. Glistening pure white.....	.20	.50	1.35
Choice Mixed.....	.20	.50	1.35

STANDARD HARTWEGI

	Tr. Pkt.	Oz.	¼ lb.
Pink	\$0.15	\$0.35	\$1.00
Rich Blue15	.35	1.00
Sky Blue15	.35	1.00
White15	.35	1.00
Mixed15	.35	1.00

(ALSO SEE PERENNIAL LIST)



Marigold, Tall African (All Double)

MARIGOLDS

WINTER FLOWERING

Lieb's Sensational Cut Flower Novelty. The Originator's Improved Strain now obtainable from seed. New winter cut flower, deep brown with golden yellow crested center. Flowers five weeks after planting, continuing five months. Flowers are of wonderful keeping quality and have a distinctly sweet odor.

The best paying bench space in your greenhouses.

For best results seed should be sown from July up to December. Plant in any house that can be kept free from frost. Fine to follow Mums. Plant 10 by 10 inches and pinch back once. No insect pests.

Lieb's Brown and Yellow. Tr. Pkt....35c ¼ oz....60c Oz....\$2.25

Lieb's Sunshine. Yellow. Tr. Pkt.....50c

Australian Tree. This is another desirable Winter Flowering Marigold with long stems. Color: Golden yellow and mahogany.

Tr. Pkt.....20c ½ oz.....60c Oz.....\$1.00

Winter Harmony. (New.) (For greenhouse culture.) It is of quilled scabious type. A single row of reddish brown guard petals encircling a golden orange quilled center—with mahogany brown dots on tip of each quilled petal. Produces 100% double flowers. 2½ in. in diameter. Tr. Pkt....25c ½ oz....50c ¼ oz....75c Oz....\$2.50

CARNATION FLOWERED

Gigantea Sunset Giants is a Novelty from California; it is said to have the largest known flowers in the "Marigold" group, averaging 5 inches and some flowers attaining a size of 7½ inches across. Instead of the usual "Marigold" odor these flowers have a definitely sweet fragrance. This is a mixture ranging from deep orange through golden orange, deep golden yellow, light yellow, lemon yellow, and a delightful new shade of primrose. The strain comes from 60 to 65 per cent double. The plants are normally 3½ to 4 feet high, but under favorable conditions have been known to grow as much as 7 feet high. Excellent for cutting.

Tr. Pkt.....25c ¼ oz.....60c Oz.....\$1.80

Gigantea Orange Sunset. The color is a deep, rich, lively orange, one of the most admired shades found in the Sunset Giants Mixture. The plants are strong growing, upright branching in habit, usually about 3 feet tall, producing a heavy growth of foliage, and with 6 to 8 heavy branches, each bearing 3 to 6 large flowers. Blooming commences about the first of August in most sections of the country, in late June in the southern states, and flowers can be depended on well before frost in any latitude. Orange Sunset has been tested and found to be a fine forcer in the greenhouse, and will come over 65 per cent double.

Tr. Pkt.....25c ½ oz.....40c ¼ oz.....75c Oz.....\$2.50

Yellow Supreme. Creamy lemon-yellow, loose petaled, 2- to 3-inch flowers produced on nice stems for cutting. 2½ feet.

Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.25 4 oz.....\$4.00

Guinea Gold. Light attractive orange-colored flowers, about 2 inches, and very freely produced throughout the summer. No retail grower should be without a row of this and Yellow Supreme. 3 ft.

Tr. Pkt.....25c ¼ oz.....45c Oz.....\$1.25 4 oz.....\$4.25

MARIGOLDS (Continued)

CARNATION FLOWERED (Continued)

Golden Eagle. Very similar in habit, flower size and type to the well known Guinea Gold. The color, however, is a rich golden yellow, midway between Yellow Supreme and Guinea Gold. If you have grown these two, the value of this new color, especially for outdoor cutting, can be visualized and appreciated. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Burpee Gold. Odorless foliage. Here is truly a Marigold with a host of things to commend it—even, rich, deep orange color, large flowers, 3½ inches across, beautiful Carnation-like form, attractive habit, uniformity of color and blooming time, full doubleness with no singles, earliness, and above all absolute freedom from the usual Marigold odor. Flowers somewhat resemble Guinea Gold, being made up of loosely arranged rays or petals which are shallowly fluted.

Tr. Pkt.....25c ¼ oz.....60c Oz.....\$2.00

TALL AFRICAN ALL-DOUBLE

3 feet. Large, double-flowered; a valuable class for cutting.

Orange. Not quite so large as Prince of Orange, the percentage of doubles will run much higher, 80 to 85%, with a few semi-doubles. We prefer the All-Double strain.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50 4 oz.....\$5.00

Lemon. Same high grade percentage as in All-Double Orange. The demand for these colors usually calls for about 25% of the All-Double Lemon.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50 4 oz.....\$5.00

Mixed. Mixture of both above colors. Tr. Pkt.....25c ¼ oz.....40c Oz.....\$1.35 4 oz.....\$4.00

TALL AFRICAN

Prince of Orange. For size and perfect flowers the finest Giant African strain. 60% fully double, balance all single.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Lemon Queen. Same as Prince of Orange in lemon color.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Golden Emblem. Rich golden yellow mid-way between orange and lemon. An attractive addition to the Giant African type.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

DWARF FRENCH DOUBLE (Scabious Flowered)

Orbit. (New.) Color deep golden yellow background reddish brown guard petals. Fine for bedding and border.

Tr. Pkt....25c ½ oz.....75c ¼ oz.....\$1.25 Oz....\$4.00

Spotlight. (New.) Blooms about two weeks earlier than the regular French types. Plants 12 to 14 inches high. Very compact. Color a brilliant yellow shade with a striking velvety dark mahogany-red guard petals. No marigold odor. Scabiosa type flowers.

Tr. Pkt....25c ½ oz.....75c ¼ oz.....\$1.35 Oz....\$5.00

Marigold "Guinea Gold"
(Carnation Flowered)

MARIGOLDS (Continued)

DWARF FRENCH DOUBLE (Scabious Flowered)

Harmony Hybrids. (New). Compact habit combined with early free-flowering character makes this an outstanding introduction. Orange and yellow shades with blotched and striped combinations. 100% all double.

Tr. Pkt.....**25c** ¼ oz.....**\$1.00** Oz.....**\$3.50**

Improved Harmony. Medium size Scabious-like double flowers. Deep orange center with maroon-red outer petals. Quite striking and distinct. Valuable for cutting and bedding. 14 to 18 in.

Tr. Pkt.....**25c** ¼ oz.....**35c**

Oz.....**\$1.00** ¼ lb.....**\$2.50** Lb.....**\$8.00**

Golden Harmony. Ideally fitted for both border and bedding purposes, being only 11 inches tall and very compact in form. The flower is of the quilled scabious type and has a single row of broad guard petals on the outer edge. The color is a glowing golden yellow and both quill and guard petals hold to this color. "Golden Harmony" is literally covered with hundreds of 2-inch flowers, and produces 100% double blooms. We anticipate the popularity of regular "Harmony" for this desirable new introduction.

Tr. Pkt.....**25c** ¼ oz.....**60c** Oz.....**\$1.50**

Coronet. A recent development off the ever-popular Harmony type. It has the usual dwarf habit growing about 18 inches tall and makes a very even growth. Each flower has a row of reddish brown guard petals with a quilled deep golden yellow center. Will be useful for both bedding and cutting, due to its uniformity of growth.

Tr. Pkt.....**25c** ¼ oz.....**60c** Oz.....**\$1.50**

DWARF FRENCH DOUBLE, SMALL-FLOWERED

Robert Beist. Extra deep rich mahogany-red, medium size. Fully 80% double. Fairly uniform in height. 16 to 20 in.

Tr. Pkt.....**15c** Oz.....**60c**

Electric Light. Double to semi-double, about the size of Legion of Honor. Attractive for bedding.

Tr. Pkt.....**15c** Oz.....**50c**

Double Striped. Orange and yellow striped and mixture of colors. A very excellent bright mixture, and with us gets into flower fairly early. Fully 80% double, uniformly 16 to 20 in.

Tr. Pkt.....**25c** Oz.....**75c**

Royal Scot, All-Double. (Waller-Franklin description.) For many years we have been working on striped French Marigolds and we now have an achievement of which we are very proud. We offer the trade a new strain of Dwarf Striped French Marigold. Growth, dwarf and bushy, every plant of a uniform shape and height of about 10 to 12 inches. Color is rich mahogany and gold in uniform stripes. In addition, we offer practically absolute doubleness in each plant.

Tr. Pkt.....**25c** Oz.....**\$1.85** ¼ lb.....**\$6.50**

Double Mixed. A very colorful mixture. Excellent for combinations or bedding. Tr. Pkt.....**15c** Oz.....**50c** Lb.....**\$4.50**

DWARF DOUBLE FRENCH MONARCH STRAIN

Golden Ball. Light golden orange and nearly 100 per cent double. Easily the finest in this color. 12 to 15 in.

Tr. Pkt.....**15c** Oz.....**60c**

Mixture. A bright mixture of mahogany, orange and yellow. Around 75 to 80% full-double, nicely formed flowers. Flowers of this strain are more attractive than the Dwarf French mixed above, but they are also about 2 weeks later flowering and in sowing this should be remembered. 14 to 16 in.

Tr. Pkt.....**15c** Oz.....**60c** ¼ lb.....**\$2.00**

DWARF FRENCH SINGLE

Fire Cross. Single dwarf light orange, resembles Legion of Honor except that the yellow on outer edge of petals is a deeper golden shade. Also we find Fire Cross some earlier flowering and more compact. A valuable outdoor variety. 12 to 14 in.

Tr. Pkt.....**15c** Oz.....**50c**

Legion of Honor. A well known dwarf single. The lemon-yellow in this variety contrasts brightly with the mahogany center. Both the above two dwarf singles are valuable for early flowering in small pots.

Tr. Pkt.....**15c** Oz.....**50c**

TALL FRENCH DOUBLE

Pulchra-Plena. Brown and gold. Tall growing and excellent for culture, either under glass or in the open. We highly recommend this for cutting. Tr. Pkt.....**15c** Oz.....**50c**

TALL FRENCH SINGLE

Ferdinand. (New.) (Harmony type.) Golden yellow with single row of broad mahogany-red guard petals. Flowers are 1½ to 1¾ inches in diameter. Tall growing, 20 to 24 inches, with upright semi-compact habit. No strong Marigold odor.

Tr. Pkt....**50c** ½ oz....**75c** ¼ oz....**\$1.35** Oz....**\$5.00**

MARIGOLDS (Continued)

TALL FRENCH SINGLE (Continued)

Flaming Fire. The long-stemmed, brightly colored, large single flowers, 2 inches across, vary in color at different seasons; at times they are flaming red and other times red and yellow. The variations in color and pattern of this Marigold are inherited and constitute what is known as a variegation. Plants are much branched, 2½ feet tall, come into bloom in about 12 weeks, and continue to bear most profusely all through the season. **Price:** Tr. Pkt.....**25c**

Josephine. Single. Small dark brown. 2 ft. Tr. Pkt...**15c** Oz....**50c**

AMERICAN BEAUTY HYBRIDS

Chrysanthemum Flowered. These beautiful types are quite variable and are most desirable. The beautiful colors are most fascinating and can best be described as containing all shades of orange and yellow. The plants are about three feet high, supporting masses of flowers on fine stems for cutting.

Tr. Pkt.....**25c** ¼ oz.....**75c** Oz.....**\$2.75**

MISCELLANEOUS VARIETIES

Golden Glow. This is a new flower form of the odorless African type of Marigold for cutting and bedding. Bushy 2½-foot plants have golden yellow, closely packed tubular petals with a collar of guard petals. Very free flowering. **Awarded Honorable Mention, All-America Council.**

Tr. Pkt.....**35c** ¼ oz.....**\$1.00**

Early Sunshine. This is an extra early flowering strain of the famous variety "Dixie Sunshine" and grows about 24 inches tall, and bushy. The flowers are sulphur yellow in color, 2 to 2½ inches in diameter, and with incurved petals. The foliage is of yellowish green.

Awarded Bronze Medal, All-America Council.

Tr. Pkt.....**35c** ¼ oz.....**\$1.00**

AFRICAN DWARF

Golden Queen. A dwarf, large-flowered, full double, light orange of imbricated or carnation type of flower. Varies in height with us from 12 to 14 inches outside to 2 feet under glass, and comes around 80% double. From seed sown January 9 we flowered this variety April 15 on a raised 6-inch bed. Tr. Pkt....**15c** ¼ oz....**25c** Oz....**75c**

AFRICAN LITTLE GIANTS

Mixed. Throws blooms varying in form from the informal Carnation type to the perfect Fistulosa globe. The plants are very closely compact and the stems short. Its foliage is a beautiful dark bluish green. Although Little Giants range in height from 10 to 15 inches, a fraction percentage of taller plants will show up. However, these are easily detected at the transplanting stage as they all have light colored foliage—Little Giants being a deep bluish green. Little Giants is strongly recommended for bedding and pot plants, especially the latter—as it will bloom a head of twenty-five flowers all at the same time. Color ranges from a yellow to a very bright orange, with many shades in between. Tr. Pkt....**25c** ¼ oz....**\$1.00** Oz....**\$3.00**



Marigold "African Little Giants"

**MARIGOLDS (Continued)****MEXICAN SEMI-DWARF**

Harvest Gold. Due to their more branching and floriferous habit, and their bearing practically 100% doubles, we have the new Mexican "Harvest Gold." The plants are 1½ to 2 feet high, and bloom from July onward, bearing 20-25 elegant blooms of a bright golden orange color. Very desirable.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

BURPEE RED AND GOLD HYBRIDS

A cross between African and French Marigolds. These are the earliest of all Marigolds. Will flower in less than eight weeks from seed. The color varies with the season and the growth of the plants. At times it becomes pure yellow and at other times a bright rich mahogany red. The flowers are nearly three times the size of the largest French Double. They grow 1½ ft. tall 2 ft. wide and are literally covered with flowers at all times. Tr. Pkt.....50c

TAGETES (Mexican Marigold)

Signata Pumila. Good bedding plant, flowers golden-yellow.

Tr. Pkt.....15c Oz.....60c

Signata Pumila Little Giant (New). Very dwarf, orange.

Tr. Pkt.....20c ¼ oz.....35c Oz.....\$1.25

MARVEL OF PERU (Four O'clock)

Mixed Colors. Tr. Pkt.....15c Oz.....25c

MATTHIOLA

Bicornis. Evening-scented stock, purplish-lilac.

Tr. Pkt.....15c Oz.....30c

MESEMBRYANTHEMUM

Crystallinum. Ice Plant. White flowers. Tr. Pkt....15c Oz....40c

MIGNONETTE

For greenhouse forcing should be sown in August in pots. For a spring crop sow in January. Disbudding is necessary for large spikes.

Ball Strain. Tr. Pkt.....\$1.00 ¼ oz.....\$1.75 Oz.....\$6.00

New York Market. Tr. Pkt....75c ¼ oz....\$1.50 Oz.....\$5.00

Sweet Scented. Large flowering. Tr. Pkt...10c Oz...15c ¼ lb...35c

MIMOSA (Sensitive Plant)

Pudica. Tr. Pkt.....15c Oz.....35c

MIMULUS

Moschatus (Musk Plant). Tr. Pkt.....35c ⅓ oz.....60c

Tigrinus (Monkey Flower). Tr. Pkt.....20c ¼ oz.....60c

MORNING GLORY (See Convolvulus and Ipomoea)**MUSA**

Ensete (Abyssinian Banana).

25 seeds.....60c 100 seeds.....\$2.20 1000 seeds.....\$20.00

NAEGELIA**GLOXINIA-LIKE FLOWERS**

Zebrina Discolor. A color combination of fiery red and yellow-spotted brown. Fine foliage. Tr. Pkt.....\$1.00

Hybrida Mixed. Tr. Pkt.....75c

FLORISTS' FLOWER SEEDS

From Specialists of the World

Our seeds are secured from specialist growers throughout the world, and are at your disposal through our flower seed department. We thereby assure you of the finest strains obtainable each year.

—A. B. C.



Nasturtium Bodger's Double
(Sweet Scented Orange Gleam. Desirable for cutting)

NASTURTIUM

The following are of the new **Double climbing** type. Supported, in a carnation house, will provide a profusion of flowers.

Golden Gleam. The standard golden yellow.

Oz.....15c 4 oz.....35c Lb.....\$1.00

Fire Gleam. Oz.....15c 4 oz.....35c Lb.....\$1.00

Moon Gleam. A light creamy yellow.

Oz.....15c 4 oz.....40c Lb.....\$1.25

Orange Gleam. A deep glowing color.

Oz.....15c 4 oz.....40c Lb.....\$1.25

Salmon Gleam. Oz.....15c 4 oz.....40c Lb.....\$1.25

Scarlet Gleam. Oz.....15c 4 oz.....35c Lb.....\$1.00

Gleam Hybrids. A very attractive mixture with a wide variation of colors. Oz.....15c 4 oz.....35c Lb.....\$1.00

Climbing or Trailing Varieties. Crimson-maroon, dark foliage. Pink, scarlet or yellow. Each: Oz....10c ¼ lb....25c Lb....80c

Climbing Special Mixed. Oz....15c ¼ lb....30c Lb....\$1.00

Dwarf or Tom Thumb Varieties. Crimson, dark foliage, golden-yellow, crimson-maroon, or salmon-pink. Each:

Oz.....10c ¼ lb.....25c Lb.....80c

Dwarf Special Mixed. Oz.....15c ¼ lb.....30c Lb.....\$1.00

NEMESIA (Strumosa Suttoni)

GRANDIFLORA. The tall class. 14 in. Fine for early spring cutting.

Blue. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Cherry Red. Tr. Pkt..25c ¼ oz.....50c Oz.....\$1.75

Orange. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Rose. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Scarlet. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

White. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

Mixture. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.75

NANA COMPACTA. The dwarf compact growing type. Fine for spring pot plants or combination boxes.

Aurora. Scarlet. Tr. Pkt.....25c ¼ oz....60c

Blue Gem Improved. Especially nice. Tr. Pkt....25c ¼ oz....60c

Fire King. Carmine crimson, with white. Tr. Pkt..25c ¼ oz....60c

Triumph Mixed. Tr. Pkt.....25c ¼ oz....50c

NICOTIANA (Ornamental Tobacco)

	Tr. Pkt.	Oz.
Affinis. Fragrant, white.....	\$0.15	\$0.30
Affinis Hybrids15	.40
Crimson Bedder. Rich deep crimson.....	.25	.50
Sanderæ. Red15	.50

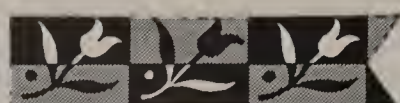
NIEREMBERGIA COERULEA

Hippomanica. An attractive new pot plant suitable for outdoor bedding where summers are not too hot. 6 to 8 in.

Tr. Pkt.....50c 1/16 oz.....\$3.00 ⅓ oz.....\$5.50

NIGELLA (Damascena)

Miss Jekyll. Double Blue. 18 inch. Tr. Pkt.....10c Oz.....15c



PANSIES

A. B. C. “DE LUXE” MIXTURE

This mixture is the result of many years’ selection from the world’s finest strains. The seed is hand-picked from personally selected plants and will germinate 100%. We are constantly searching for varieties to improve this mixture, but we have been unable to improve on A. B. C. “De Luxe,” which justifies us to call this unquestionably the world’s finest strain of fancy Pansies. We highly recommend it for cut flowers as well as spring plant sales. Growers tell us that A. B. C. “De Luxe” Pansy plants easily command a premium over stock produced from other so-called fancy mixtures. This superb strain of Pansies is of largest size, richest and most varied colors, and contains several shades of beautiful reds. You will make no mistake confining your Pansy cultures to this outstanding mixture.

Tr. Pkt.....	\$1.00	1/8 oz.....	\$1.50
1/4 oz.....	\$2.75	Oz.....	\$10.00

A. B. C. “PRIVATE STOCK” FANCY

Exhibition Mixture. An outstanding all-purpose mixture that has given utmost satisfaction for both cut-flowers and plant sales.

Tr. Pkt.....	50c	1/8 oz.....	\$1.00	1/4 oz.....	\$1.75	Oz.....	\$6.50
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VARIOUS MIXTURES

	Tr. Pkt	1/4 oz.	1/2 oz.	Oz.
Engleman’s Special (Originator’s Strain). Scottish show type; immense flowers in bronze and reddish shades; compact and early flowering.....	\$0.50	\$2.50	\$4.50	\$8.00
Engleman’s Giant Mixture. Contains a better color color range than “Maple Leaf” Giants; highly recommended50	2.50	4.50	8.00
Maple Leaf Giants. One of the largest flowering strains of Giant Pansies.....	.50	2.00	...	6.50
Roggli, Super Swiss Giants (True Strain). A very fine strain noted for its immense size blooms; however, we believe that A. B. C. “De Luxe” is preferable50	1.50	2.50	4.50
Trimardeau Mixed	Tr. Pkt....15c	1/4 oz....30c	Oz....	\$1.00

STEELE’S MIXTURES (New Crop Seed)

Supplied to us direct by Steele.	Tr. Pkt.	1/4 oz.	Oz.
“Aces” Mixed Greenhouse Special	\$0.50	\$1.50	\$ 5.00
Jumbo Mixed	(1/8 oz., \$1.75) 1.00	3.25	12.00
Masterpiece Mixed	(1/8 oz., \$1.50) .85	2.50	9.00
Miracle Mixed65	1.75	6.00
Super Maple Leaf Mixed75	2.50	9.00
“400” Mixed. A super Swiss strain.....	.65	2.00	7.00

A. B. C. GIANT (Named Varieties)

	Tr. Pkt.	1/4 oz.	Oz.
Adonis. Light blue, white center.....	\$0.25	\$0.40	\$1.40
Bridesmaid. Apple blossom pink.....	.35	.85	3.00
Black-Blue. Dark blue.....	.30	.50	1.65
Bugnot. Shades of red and bronze.....	.35	.75	2.50
Cardinal. Brilliant red.....	.25	.60	2.00
Emperor William. Blue.....	.25	.40	1.40
Golden Queen. Golden yellow, pure.....	.30	.50	1.65
King of the Blacks30	.50	1.65
Lord Beaconsfield. Pure violet25	.40	1.40
Madame Perret. Shades of pink and rose.....	.30	.50	1.65
Prince Henry. Dark blue.....	.30	.50	1.65
Snow Queen. Pure white.....	.25	.45	1.50
White with Eye25	.40	1.40
Yellow with Eye25	.40	1.40

“Coronation Gold” (New). Canary yellow with lower petals flushed golden orange; round flowers with slightly spicy scent; this is the largest yellow variety, comparable with Roggli Swiss Giants; given the Award of Merit by “All-America Council”.....

\$1.00	\$2.75
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SWISS GIANT

	Tr. Pkt.	1/4 oz.	Oz.
Alpenglow. Rich wine shades.....	\$0.50	\$1.75	\$6.00
Berna. Dark violet-blue.....	.50	1.50	5.00
Fire Beacon. Unusual shade of bright wallflower red50	2.25	8.00
Lake of Thun (Ullswater, Thuner See). A solid blue Pansy with dark blue blotches.....	.50	1.50	5.00
Rhinegold. Canary yellow with dark blotches.....	.50	1.75	6.00
White (Mont Blanc). Compact.....	.50	2.00	7.00



Type of A. B. C. “De Luxe” Pansies

PANSIES (Continued)

DON’S GIANT WINTER-FLOWERING

Mixture. One of the most important horticultural introductions of recent years. Plants grow 2½ to 3½ feet high, with six to eight strong upright stems bearing numerous good sized blooms on flower stems 10 to 12 inches long.

Seed should be sown under glass, and the plants benched in the greenhouse. Set the plants 12 inches apart in the bench and support in the same manner as Carnations. They may also be grown in 6-inch pots sunk in the bench if desired.

The color range is excellent, and if the blooms are kept cut as they mature the flowering period will continue from December well on into the spring.

Tr. Pkt.	75c
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MISCELLANEOUS STRAINS

Shakespeare’s Pansies. A simple little Pansy that is extremely suitable for garden and rockery; very easily grown

\$0.50	\$2.00	...
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PETUNIAS (See colored pages 33 to 38)

PHACELIA (California Blue Bell)

Campanularia. A choice annual and one of the earliest to bloom. Gentian blue flowers, excellent for borders; 9 inch.

Tr. Pkt.....	15c	Oz.....	60c
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PANSIES

In the event you have overlooked providing sufficient pansies for spring sales, a sowing can be made to good advantage in January. Sow in flats and carry in a carnation house temperature until seedlings are ready to transplant, which should also be done in flats and set in a cold house; later moved out to protected frames.

**PHLOX****A. B. C. SPECIAL STRAINS****DRUMMONDI GRANDIFLORA**

Beautiful summer flowering annual. Also a desirable cut flower.

	Tr. Pkt.	¼ oz.	Oz.
Alba. White	\$0.20	\$0.30	\$1.00
Alba Oculata. White, with dark eye.....	.20	.30	1.00
Atropurpurea. Reddish-purple20	.30	1.00
Atroviolacea. Violet purple.....	.20	.30	1.00
Carnea. Flesh pink with rose eye.....	.20	.30	1.00
Chamois Rose. With carmine eye.....	.20	.30	1.00
Cinnabar. Rich scarlet.....	.20	.30	1.00
Coccinea. Fiery red20	.30	1.00
Isabellina. Primrose20	.30	1.00
Leopoldii. Deep rose with white eye.....	.20	.30	1.00
Orbicularis. Dark rose. White eye.....	.20	.30	1.00
Rosea. Rose-pink shading deeper in center. Fine.	.20	.30	1.00
Splendens. Brilliant scarlet.....	.20	.30	1.00
Violet. White eye.....	.20	.30	1.00
Special Mixed. A mixture of tall varieties.....	.20	.30	1.00

NANA COMPACTA

Dwarf type for bedding.

	Tr. Pkt.	¼ oz.	Oz.
Apricot	\$0.30	\$0.65	\$2.30
Chamois Rose. With carmine eye.....	.30	.65	2.30
Defiance. Salmon scarlet.....	.30	.65	2.30
Delicata. Salmon-pink. Carmine eye.....	.30	.65	2.30
Fireball. Fiery scarlet.....	.30	.65	2.30
Isabellina. Pure yellow.....	.30	.65	2.30
Meteor. Carmine rose.....	.30	.65	2.30
Rose Cardinal30	.65	2.30
Sky Blue30	.65	2.30
Snowball. Pure white.....	.30	.65	2.30
Surprise. Begonia rose. White eye.....	.30	.65	2.30
Variabilis. Blue shades.....	.30	.65	2.30
Violet30	.65	2.30
Violet. White eye.....	.30	.65	2.30
Cecily Mixture. A special mixture of all the attractive colors in this class.....	.25	.60	2.00

GIGANTEA

Salmon Glory. This huge-flowered variety has soft but rich salmon-pink florets with wide creamy white eyes, each floret being about the size of a half dollar. This is truly a grand novelty, and a worthy variety for bedding, boxes, and cutting. **Awarded Silver Medal, All-America Council.**

Tr. Pkt.....	25c	⅓ oz.....	75c	¼ oz.....	\$1.25	Oz.....	\$4.50
Art Shades Mixed. Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.50		

See Page 42 for Colored Illustration

**Primula Malacoides "Erikssoni"****POPPY (Papaver)****PEONY-FLOWERED**

	Tr. Pkt.	Oz.
Mixture. Double. 3 ft.....	\$0.10	\$0.20

SINGLE ANNUAL

Mixture. All colors.....	.10	.20
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ICELAND (Nudicaule).

The standard type for greenhouse spring forcing. Sow either direct or in pots and transplant.

The Emperor. Brilliant orange. Improves El Monte in flower size and long, stiff stems.

The Empress. Same as above but in salmon-rose shades.

Yellow Wonder. (Amurense.) Large buttercup-yellow.

Each: Tr. Pkt.....	25c	¼ oz.....	75c
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El Monte. Standard tangerine-orange.

Tr. Pkt.....	25c	¼ oz.....	50c	Oz.....	\$1.75
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SHIRLEY (Rhoeas)

	Tr. Pkt.	Oz.
American Legion. Single orange-scarlet.....	\$0.15	\$0.35

Sweet Briar. (Double Begonia-flowered.) Deep rose-pink

	.15	.60
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A. B. C. Shirley Mixture. All colors.....

(See Perennial List)

PORTULACA

Very excellent easily grown outdoor bedding plant. Will flower 30 to 45 days from sowing in late spring or early summer. The separate color strains come very true.

DOUBLE TYPE

Our double strains produce 85-90% true double flowers and are quite even.

	Tr. Pkt.	¼ oz.	Oz.
Red	\$0.25	\$0.70	\$2.35
Yellow25	.70	2.35
Mixture25	.60	2.00

SINGLE TYPE

Parana. (Grandiflora.) Crimson, extra large

flowered25	..	.75
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Mixture15	..	.40
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PRIMULA**MALACOIDES "Improved Erikssoni"****OUTSTANDING NEW VARIETIES**

Appleblossom. A true appleblossom shade of pink.

Brilliancy, Deep Red. The flower opens lavender and changes to brilliant red.

Glory of Riverside (Improved). True rose-pink, a strong grower, and possibly the most valuable variety for all purposes.

Lilac Beauty. New Introduction. The lilac color in this new variety is a pure, soft lilac.

Peach Blossom. New Introduction. A real pink of a peachblossom color.

Snow King, Improved. "The pure white," the best ever offered.

All of the above (except Lilac Beauty):

500 seeds.....	\$1.00	2000 seeds.....	\$3.00
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6000 seeds	\$8.00
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Lilac Beauty: 250 seeds (supply limited).....	\$1.00
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STANDARD VARIETIES

Baby Doll. The earliest bloomer. A deep pink with frilled flowers.

Baby Rose, Improved. Deep pink.

New Baby. Near lavender pink.

Wonder Baby. A beautiful pink.

800 seeds.....	\$1.00	2000 seeds.....	\$2.00
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6000 seeds	\$5.00
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Eriksson's Special Mixture. A choice selection of the above varieties:

800 seeds.....	\$1.00	2000 seeds.....	\$2.00
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6000 seeds	\$5.00
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Of Importance to the Grower: We cannot over-emphasize the importance of using only greenhouse produced new crop seed, in ERIKSSON'S ORIGINAL PACKETS, with Eriksson's own cultural directions. We bring this to your attention because of the so-called "Eriksson Strain" that has found its way into the market.—A. B. C.



PRIMULA (Continued)

OBCONICA

SINGLE	Tr. Pkt.	1/64 oz.	1/32 oz.
Mohnstein's Atrosanguinea. Dark blood red.....	\$1.25	\$2.75	\$5.00
Mueller's Rose. Pure rose; choice.....	1.25	2.50	4.50
Mixed, Mohnstein's Atrosanguinea and Mueller's Rosea	1.25	2.50	4.75
Better Days. A valuable new color; deep carmine-red; the darkest and one of the most valuable Obconica yet introduced.....	1.25	2.75	5.00
Fasbender. Rich deep red.....	1.25	3.00	5.50
Konigsee. Light blue.....	1.25	3.50	6.00
Lachrosa. Salmon-rose	1.00	2.75	4.00
Snowstorm. Pure white.....	1.25	2.75	5.00
Mixture, all colors of above.....	.60	1.00	1.75

DOUBLE

Portland Beauty. Mixed. (About 500 seeds).....	1.50
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MISCELLANEOUS VARIETIES

CHINESE GIANT

Single Dazzler. From Hurst & Son, seed merchants and growers of London, England, comes a "really startling novelty in flower seeds." It is a Chinese Primrose (*Primula Sinensis Fimbriata*) which the firm has named Dazzler in recognition of its striking and unusual color; "orange red," as seen in the setting sun, is suggested as the only term that accurately describes it. It is claimed that a well-grown specimen will carry well over 20, flowers open at one time. Tr. Pkt.....50c

Double Dazzler. Same color as above, with double flowers. Tr. Pkt.\$1.00

Prize Mixed. Tr. Pkt.....50c

SINENSIS STELLATA

Indispensable for general decorative work. The plants are very floriferous and bloom for a long period. A good keeper and the flowers remain fresh in water for a long period.

Tr. Pkt. (250 Seeds)

Giant Blue Star.....	\$0.50
Giant Salmon Pink Star.....	.50
Giant White Star.....	.50

KEWENSIS

Yellow Primrose. Verbena scented. Of strong growth; long spikes of yellow flowers. For greenhouse culture. Tr. Pkt.....50c

PYRETHRUM AUREUM

Golden Feather. Tr. Pkt.....	15c	Oz.....	40c
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RHODANTHE (Everlasting)

Double Pink, White or Mixed. Tr. Pkt.....	15c	Oz.....	40c
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RICINUS (Castor Beans)

	Tr. Pkt.	Oz.	Lb.
Borboniensis Arboreus. Reddish stems and veins. 10 to 15 feet.....(4 oz., 50c) ...		\$0.15	\$1.40
Crimson Spire. Crimson stems and foliage. White flower bunches and red fruit. 6 feet.....	\$0.15	.35	...
Zanzibariensis Enormis. Foliage all green (4 oz.60c)20	2.25

SAINTPAULIA (Usambara or Ethiopian Violet)

Ionantha Grandiflora. Deep blue, dark foliage. Provides an excellent pot plant. Tr. Pkt.....\$1.00

SALPIGLOSSIS

Some very attractive colors for summer cutting and spring flowering under glass. Especially valuable for retail growers.

	Tr. Pkt.	1/4 oz.	Oz.
Brown & Gold.....	15c	30c	80c
Rose & Gold.....	15c	30c	80c
Violet & Gold.....	15c	30c	80c
White & Gold.....	15c	30c	80c
Yellow & Gold.....	15c	30c	80c
Emperor Mixed. Choice Mixture of above....	15c	30c	80c

DWARF GIANT FLOWERED (New)

20 inches. Fine for bedding and borders.
Blue and Gold, Bright Scarlet, Scarlet and Gold, and Mixture.
Each: Tr. Pkt.....25c 1/4 oz.....70c Oz.....\$2.35



Salvia "Blaze of Fire"

SALVIA

We fully realize the importance of Salvias to the florist and are careful to arrange for our stock with an American specialist who supplies only fine plump seed which is saved from the specimen plants and such as show a high germination.

	Tr. Pkt.	Oz.
America (Globe of Fire).....	\$0.50	\$3.00
Blaze of Fire (New). The flowers are the most brilliant and vivid scarlet imaginable and the habit is ideal for bedding. The earliest and most dwarf of all Salvias(1/4 oz., \$1.75)	.75	6.00
Bonfire (Clara Bedman).....	.40	2.50
Firebrand. Extra early. Very dwarf; scarlet.....(3 Tr. Pkts., \$1.25)	.50	2.75
Fireball Dwarf50	2.50
Harbinger. A new early flowering dwarf that we consider the most desirable of all Scarlet Salvias.(3 Tr. Pkts., \$1.25)	.50	3.00
Splendens. Tall growing.....(1/4 lb., \$4.00)	.30	1.25
Splendens Compacta. Salmon rose.....	.50	...
Zurich. Dwarf, early40	3.00
Farinacea. "Blue Bedder." Perennial, but best grown as an annual. Rich deep blue; makes a fine line. Hardy with protection.....	.25	1.75

SANVITALIA (Creeping Zinnia)

Procumbens Fl. Pl. Bright yellow double flowers; useful in vases, etc. Tr. Pkt.....25c Oz.....\$1.25

SAPONARIA

VACCARIA

18 in. Gypsophila-like flowers.

	Oz.	4 oz.
White	\$0.15	\$0.35'
Rose15	.35

SCABIOSA

Blue Moon. Received Honorable Mention All-American trials. Attractive lavender-blue color with extra large fully double flowers and long wiry stems. (See center of this book for colored plates.)

Tr. Pkt.....50c ¼ oz.....90c Oz.....\$2.50

Ageratum Blue. Standard large flowered azure blue.

Fire King. A bright scarlet.

King of the Blacks. Deep rich maroon.

Loveliness. Extra large flowered deep salmon-pink. First-class commercial color.

Shasta Improved. Fine pure white.

Giant Hybrid Mixture. A special strain containing only the new large flowered varieties. Well balanced in good cut flower colors.

Tom Thumb. 10 in. Compact, dwarf plants for bedding and edging. Mixture of colors. Each of the above: Tr. Pkt.....15c Oz.....50c

SCHIZANTHUS (*Butterfly Flower*)

Mother's Favorite (New). The last word in Schizanthus. A choice assortment of colors; exceptional as a pot plant for Mother's Day sales.

Tr. Pkt.....\$1.25 3 Tr. Pkts.....\$3.00

Tr. Pkt. ½ oz. ¼ oz.

Garaway's Hybrids.....\$0.50 \$1.00 \$1.50

A. B. C. Special Dwarf Mixed. Desirous as a pot plant. Seed sown in January and pinched once make ideal medium sized pot plants.....

.50 1.00 ...

WISETONENSIS

Rose and Amber Shades Mixed..... .35 .60 1.00

Mixture35 .60 1.00

SENSITIVE PLANT (*See Mimosa*)

SHAMROCK

True Irish. Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.50

SMILAX (*Myrsiphyllum Asparagoides*)

A well known greenhouse climber. Valuable for floral decorations.

Tr. Pkt.....15c Oz.....50c ¼ lb.....\$1.50 Lb.....\$5.00

SNAPDRAGON (*See Antirrhinum*)

SOLANUM

CHRISTMAS PEPPER

Capsicastrum Nanum. An attractive dwarf strain producing medium size berries ranging in color from purple to brilliant red.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.00

Bird's Eye. Small bright red berries. Tr. Pkt.....25c

¼ oz.....50c Oz.....\$1.75

CHRISTMAS CHERRY

Hlavacek's Masterpiece. Cleveland Cherry. More compact than the old type and produces much more freely of fruit.

Tr. Pkt.....35c Oz.....\$2.00

STATICE

SINUATA

Lavender Queen (New). The flowers are a beautiful clear bright lavender, quite distinct from any of the other colors, and will doubtless rival them all in their usefulness for winter bouquets.

Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

Market Grower's Blue. Blue Statice are of interest to every market grower of flowers. An ideal blue variety.

Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

True Blue. The standard blue. Tr. Pkt...15c Oz...25c Lb...\$2.50

Puberula (New). A most desirable Statice for pot plants. Dark violet; 6 inches high; flowers 5 months from seed. Tr. Pkt...50c Oz...\$3.50

Atrocoerulea (New). Clear Delphinium blue. Very distinct new color.

Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

Kampf's Tall Improved. Extra long-stemmed, deep blue. The best blue cutting variety. Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

Rosea Superba. Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

White. Tr. Pkt.....15c Oz.....25c Lb.....\$2.50

New Hybrid Mixture. A mixture of the above colors as well as new shades that add a bright variation to the mixture.

Tr. Pkt.....25c Oz.....50c Lb.....\$5.00

Bonduelli. Similar to Sinuata. Yellow. Tr. Pkt.....15c

Oz.....30c Lb.....\$2.75

RUSSIAN OR RAT-TAIL STATICE

Suworowii. Excellent for spring cutting from either large pots or beds or can be sown in January for a late spring crop. Tr. Pkt.....15c

Oz.....60c 4 oz.....\$1.90

STEVIA

Serrata. Fragrant white flowers. Tr. Pkt.....30c Oz.....\$1.50

STOCKS

A. B. C. GARDENIA

New Double White Column Stock

Produces 12 to 15 inches of florets on stems nearly 3 ft. in length. Absolutely the "last word" in White Column Stocks.

Tr. Pkt. \$1.25 ⅛ oz.....\$2.50

¼ oz.....\$4.50 ½ oz.....\$8.00 Oz.....\$15.00

See Page 43 Full Description and Picture of This Wonderful New Stock

NON-BRANCHING (*Double Excelsior*)

GIANT COLUMN

This new type produces one enormous spike 2 to 3 feet in height and is especially adapted for greenhouse culture, as the plants can be grown close together. We have discontinued listing the other separate colors in this type, due to its being practically impossible to obtain seed that will prove satisfactory and give a high percentage of doubles. Those listed are, in the opinion of most florist growers, the only reliable colors to grow.

	½	Tr.		
	Tr. Pkt.	Pkt.	¼ oz.	Oz.
Rose Pink. 1937 All-America winner.				
.....(⅛ oz., \$2.50)	\$0.85	\$1.50
Ball's White Improved60	1.00	\$2.25	\$8.00
Ball's Dwarf White60	1.00	2.25	8.00
Chamois Rose (Chamois-Pink)60	1.00	2.25	8.00
Silvery Lilac (Lilac-Lavender)60	1.00	2.25	8.00
Dark Blue. (Rather a deep lilac).....	.60	1.00	2.25	8.00
Ruby. Rich crimson red.....	.60	1.00	2.25	8.00
American Beauty. Old rose.....	.60	1.00	2.25	8.00
Mixed60	1.00	2.00	7.00

BRANCHING TYPE

GIANTS OF CALIFORNIA

"The World's Best Double."

This magnificent new group is so marked in improvement that we believe they will head the list in florists' forcing Stocks in the very near future. Giants of California are very early flowering, with a high percentage of double mammoth flowers, and they have the branching habit of the Bismarck. If planted close, they will attain the height of 2½ to 3 feet. We feel this strain justifies our highest recommendation.

Golden Gate. Clear golden yellow.

Monterey. Bright pink.

Pacific. Light blue.

Redwoods. Blood red.

Santa Barbara. Chamois.

Santa Maria. Pure white.

Sequoia. Rich sparkling carmine.

Tahoe. Lavender.

Yosemite. Rose.

Prices on the above:

Tr. Pkt.	¼ oz.	Oz.
\$0.35	\$1.15	\$4.00

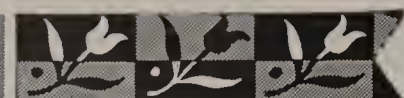
Splendid Mixture.

Tr. Pkt.	¼ oz.	Oz.
\$0.25	\$1.00	\$3.50



Stock Giant Column

Stocks Continued on Next Page



STOCKS (Continued)

IMPROVED BISMARCKS

A good proportion of a retail grower's Stocks should consist of this class. Though shorter stemmed, they are more freely produced than the non-branching. The branching kind can be planted close and grown single stemmed. Planted this way they won't branch except about the top and from there the branches should be removed.

A good suggestion with the branching kind is to space them 6 x 6 inches. When up about 8 inches, top back about one-third. Stars (*) indicate preferred varieties.

Antique Copper. Fine copper red.	maison pink.
Apple Blossom. An extra delicate pink; nearly white.	*Golden Ball. Ivory yellow.
Blood Red. Ruby color.	Golden Rose. As named.
Buttercup. Deep cream, strong growing.	*Lavender. Clear lilac lavender; fine.
Chamois. Fine clear chamois.	*Lilac. Bright deep lilac-blue.
*Elk's Pride. Rich purple.	*Rose. Fine bright rose.
Flesh. Delicate shade of Mal-	*Shasta. New giant white.
	White. Good clear white.
Prices—each: Tr. Pkt.....25c	1/4 oz.....\$1.00 Oz.....\$3.00
Mixture. Formula mixture of above colors:	
Tr. Pkt.....25c	1/4 oz.....60c Oz.....\$2.25

BEAUTY OF NICE

Compact like a Ten Week but not quite so dwarf.

Aurora. Golden buff; fine.

Flesh Pink (Beauty of Nice). Flesh or Malmaison pink.

Cote d'Azur. Light lavender-blue.

Mont Blanc. Clear extra early white.

Monte Carlo. Rich canary-yellow.

Queen Alexandra. Rosy lilac; fine.

Prices—each: Tr. Pkt.....25c 1/4 oz.....60c Oz.....\$2.25

Mixture of above: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75

PERPETUAL BRANCHING (Giant Perfection)

Habit similar to Bismarcks, but not quite so tall.

Empress Augusta Victoria. Silver lilac; very fine.

Heatham Beauty. Terra-cotta or golden rose.

Rose. A clear even shade.

Snowdrift. Fine clear white.

Prices—each: Tr. Pkt.....25c 1/4 oz.....60c Oz.....\$2.25

Mixture of above: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75

TEN WEEKS

Dwarf, compact, and early; used for bedding and pot plants.

Blood Red. **Carmine Pink.** **Purple.**

Canary Yellow. **Deep Rose.** **White.**

Lavender.

Prices—each: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.75

Mixture: Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.60

For Virginia Stock see Virginia in Annual List.



Early Sweet Pea "Hope"

SWEET PEAS

EARLY OR WINTER FLOWERING

True to Name, Thoroughly Rogued and Hand-Picked Seed

If you are in the market for quantity, please ask us for special prices. The following 21 varieties are, in our opinion, the "cream" of existing florists' kinds.

1 OUNCE OF SWEET PEA SEED WILL SOW 30 FEET OF ROW

Ball Orange Improved. The only early flowering clear orange; fine color.

1/2 oz.....25c Oz.....35c 4 oz.....\$1.20 Lb.....\$4.00

Ball Rose Queen. Clear rose, of exceptional merit.

1/2 oz.....40c Oz.....75c 4 oz.....\$2.50 Lb.....\$8.00

Ball White. Fine large flowered white; white-seeded.

1/2 oz.....25c Oz.....35c 4 oz.....\$1.20 Lb.....\$4.00

Ball Rose Improved. Deep bright rose, strong free flowering habit.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Blue Danube. Showy clear deep blue. Very fine.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Boon. Fine deep salmon-rose on cream; quite large flowered.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Bridesmaid. Delightful silvery pink; extra for flower size and stem.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Daphne. Winner of a Silver Medal at a recent International Flower Show in New York City; this Sweet Pea is a soft salmon-pink on a cream ground; the flowers are of great size, with beautifully expanded and waved standards. Many of the blooms are duplex and borne on long stout stems.

Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Harmony. The best commercial lavender.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Hope. Exceptionally good white (black seeded); germinates easily.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Josie. Longest stemmed, clear rose-pink; most productive variety in any color; requires more headroom.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Laddie Improved. Extra long stiff stemmed rose.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Sequoia. Extra large flowered salmon-rose; fine for spring.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Majestic Rose. Fine large flowered heavy stemmed rose-pink.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Mrs. Hoover. Best early blue; strong growing and fine for spring.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Princess Blue. Light lavender-blue, probably largest flowered and longest stemmed on our list.

1/2 oz.....30c Oz.....40c 4 oz.....\$1.25 Lb.....\$4.75

Redwood. Extra large flowered deep crimson red.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

Shirley Temple (Waller-Franklin). Waller-Franklin consider this their utmost beautiful origination; obtained through a cross between Pinkie and Lady Gay; inherits size and richness of color of Pinkie with dainty fluted flowers of Lady Gay; the color is softer and more beautiful than Pinkie; the stems are long, with four blooms on each stem.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.40

Skippy. A new salmon-pink shade with good long stems; excellent.

1/4 oz.....60c 1/2 oz.....\$1.00 Oz.....\$2.00

Treasure Island. Sparkling golden orange. Large ruffled flower and distinctive color.

1/2 oz.....50c Oz.....90c 4 oz.....\$3.20 Lb.....\$12.00

Triumph. Long-stemmed attractive lilac-mauve.

1/2 oz.....20c Oz.....30c 4 oz.....\$1.00 Lb.....\$3.50

WINTER FLOWERING PEAS continued on next page.

SPRING FLOWERING

A New Race of Sweet Peas for Greenhouse Culture

Tested in Greenhouses

When tested in the greenhouse under commercial conditions, this new "spring-flowering type" performed outstandingly well in the spring months, giving excellent flowers on long stems when the regular early-flowering types had given out. The spring-flowering type also gives a much heavier crop of flowers than the standard early-flowering type. Seeds of the spring-flowering type should not be sown before September or October in the greenhouse for flowering during March, April and early May.

Spring-Flowering Blue. A splendid clear marine blue.

Spring-Flowering Clear Rose-Pink.

Spring-Flowering Lavender. Beautiful clear lavender.

Spring-Flowering Sterling. Duplexed salmon rose.

ALL OF ABOVE PRICED AT:

1/2 oz.....85c Oz.....\$1.50 4 oz.....\$5.50 Lb.....\$20.00

Sweet Peas Continued on Next Page

SWEET PEAS (Continued) EARLY OR WINTER FLOWERING

American Beauty. Fine American Beauty rose.
Amethyst. Rich bright purple.
Annie Laurie. Bright rose-pink.
Apollo. Salmon-cerise; fine for spring.
Attraction. Rich long-stemmed salmon-rose.
Aurora. Orange-scarlet striped.
Blue Bird. Prefer Mrs. Hoover.
Bright Light. Vivid orange-scarlet.
Bacchus (New). Extra deep maroon-purple; large flower.
 ½ oz.....30c Oz.....40c 4 oz.....\$1.25 Lb.....\$4.75
Cavalcade (New). Rich Golden cerise. ½ oz.....85c Oz.....\$1.50
Chevalier. Dark rose.
Columbia. Rose and white bicolor.
Eileen. Rich Begonia rose.
Eleanor Blue. Nice light blue for spring flowering. Semi-intermediate type.
Flamingo. Orange-salmon; long-stemmed.
Fragrance. Fine lavender for spring blooming.
Giant Rose. Extra large rose; medium stem.
Grenadier. Poppy scarlet.
Harlequin. Chocolate bicolor.
Heather Bell. Rosy lavender; free flowering.
Hiawatha (New). Deep rose. ½ oz.....85c Oz.....\$1.50
Hortus Queen (New). Bright Rose. ½ oz.....85c Oz.....\$1.50
Indigo Blue. Dark shade of clear blue.
Jeanne Mamitsch. Clear rose, long stems.
Maroon Prince. Dark maroon, rather heavy.
Michigan. Large lavender.
Mrs. Holscher. Very good rose-pink.
Mrs. Kerr. Salmon.
Oriental. Black-seeded cream.
Pride. Extra long-stemmed brilliant cerise.
Prosperity. Soft glowing rose-cream.
Red Bird. Crimson-red.
Snowstorm. White-seeded white.
Springsong. Prefer Boon.
Success. Extra bright deep rose-pink.
Sunray. Light cerise, fine long stem.
Sunproof Orange. With slight scarlet-cerise shading.
Top Hat. Deep bright violet-blue; fine growth and strong color.
Tahoe (New). Fine dark blue for spring crop; some deeper than Hoover.
 ½ oz.....25c Oz.....40c 4 oz.....\$1.25 Lb.....\$4.75
Vivian. Long-stemmed deep carmine rose.
White Harmony. Longest stemmed black-seeded white.
Zvolanek's Rose. Rose; Laddie preferred.
ALL OF ABOVE (except otherwise noted) PRICED AT:
 ½ oz.....20c Oz.....30c 4 oz.....90c Lb.....\$3.40
A. B. C. Early Mixture. Formula mixture of above colors.
 ½ oz.....15c Oz.....25c 4 oz.....85c Lb.....\$3.25

LATE OR SUMMER FLOWERING

TEN BEST VARIETIES

Chinese Blue. Bright strong blue; clearly the superior blue.
Gigantic. Finest black-seeded white; extra large flowered and many duplexed.
Hawlmart Lavender. Light lavender.
Hawlmart Pink. Rose-pink salmon.
Headlight. Fine sun-proof orange-scarlet; extra for stem and bright color.
Highlander. Decidedly improves Powerscourt in flower size, stem, and growth; the best lavender.
Pinkie. Excellent long-stemmed, large rose-pink; some heavier growth than Bonnie Briar. The standard rose-pink for flowers.
Pinnacle. Deeper rose than Pinkie; a fine large commercial type.
Maytime. A rich golden cerise with fine long-stemmed habit.
 Oz.....50c 4 oz.....\$1.75 Lb.....\$5.00
Welcome. Deep brilliant sun-proof scarlet; finest in this color.
ALL OF ABOVE (except otherwise noted) PRICED AT:
 Oz.....20c 4 oz.....60c Lb.....\$1.75

STANDARD KINDS

Ambition. Fine rosy lavender.
Ascot. Pleasing light rose-pink.
Avalanche. Finest white-seeded white.
Begonia Rose. Rich even Begonia rose.
Blanche Ferry. Rose and white bicolor.

SWEET PEAS (Continued) LATE OR SUMMER FLOWERING

STANDARD KINDS (Continued)

Campfire. Deep sun-proof scarlet.
Chieftain. Rich satiny mauve-blue.
Constance Hinton. Black-seeded white.
Crimson King. Fine sun-proof crimson.
Debutante. Soft salmon shaded pink.
Fiancee. Quite attractive soft salmon-pink.
Fluffy Ruffles. Soft cream pink.
Giant White. Pure white.
Gleneagles. Clear even lavender.
Hercules. Rose pink.
Mrs. Tom Jones. Delphinium blue.
Matchless. Cream color.
Royal Purple.
ALL OF ABOVE (except otherwise noted) PRICED AT:
 Oz.....20c 4 oz.....60c Lb.....\$1.75
A. B. C. Late Flowering. Special mixed.
 Oz.....15c 4 oz.....50c Lb.....\$1.25 5 lbs.....\$5.00
Please Note: When ordering Sweet Pea seed please indicate which of the following is desired:
 "Winter Flowering" • "Spring Flowering"
 "Late or Summer Flowering"

SWEET WIVELSFIELD (*Dianthus*)

Hardy annual with a great variety of colorings. Trusses similar to Sweet William but flowers are larger and more varied. Provides excellent cut flowers as well as a beautiful bedding plant.
 Tr. Pkt.....15c Oz.....75c
New Double Sweet Wivelsfield. Tr. Pkt.....50c

TAGETES (See Marigold)

THUNBERGIA (*Black-Eyed Susan*)

Mixed. Tr. Pkt.....15c Oz.....65c
Gibsoni. A beautiful new graceful climber for covering pillar and trellis work in greenhouses, or may be flowered outdoors in mild climates. Tr. Pkt.....50c

TITHONIA (*Mexican Sunflower*)

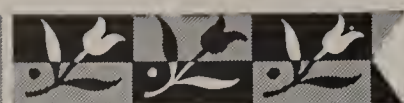
Speciosa. Orange-scarlet. Tr. Pkt.....25c ¼ oz.....75c
Speciosa Fireball. Tr. Pkt.....35c

TORENIA

Tr. Pkt. ¼ oz. Oz.
Fournieri. Excellent for spring pot plant sales.
 Medium blue with dark blotches on lip. Very rich\$0.25 \$0.60 \$2.25
Fournieri Compacta. Dwarf form of above. Excellent for bedding or pots.....(½ oz., 50c) .25 .85 ...
SPECIAL NOTE! Every florist that grows bedding plants and material for porch and window boxes and is not now handling any of the Torénias should investigate the possibilities of these plants. That they are not well known is shown by their absence from so many gardens. And that they deserve far more attention than they now get, is evident from their good behavior under average garden conditions.



New Double "Sweet Wivelsfield"



TRACHELIUM

Coeruleum. Large heads of small blue flowers resembling Gypsophila. 18 inch. Tr. Pkt.....**35c** 1/8 oz.....**\$1.00**

VENIDIUM

Fastuosum. Brilliant orange with a glistening dark center. Tr. Pkt.....**25c** Oz.....**\$2.25**

Fastuosum Hybrids. A most interesting and attractive mixture of colors ranging from silvery white down through various shades of cream and orange salmon. Tr. Pkt.....**25c** 1/4 oz.....**75c** Oz.....**\$2.25**

VERBENAS

A. B. C. GIANT FLOWERING

A magnificent new strain of Verbenas of robust compact habit and free blooming. The trusses are immense, the individual florets measuring fully an inch in diameter.

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids. A valuable new strain. Rose pink to rose red shades.....	\$0.40	\$0.60	\$2.00
Cerise Queen. A beautiful shade of soft salmon cerise. Quite new in Verbenas.....	.25	.60	2.00
Dannebrog. Medium-sized flowers of intense scarlet with contrasting large white eyes, very compact growth, thus useful for bedding.....	.25	.50	1.60
Etna. Intense Geranium red, with small creamy-yellow eye30	.50	1.50
Flamingo. (Hybrida Grandiflora.) Vivid rose-pink. Good producer of long stems and large flowers. Excellent for bedding and cutting.....	.50	1.00	3.50
Lavender Glory (New). A true lavender with a medium sized creamy eye which accentuates the lovely lavender tone.....	.40	.60	2.00
Luminosa. Luminous flame, pink shading to salmon	.30	.50	1.50
Lucifer. Vivid scarlet.....	.30	.50	1.50
Mounty (New). A solid deep rose. Compact plants, blooms over a long period of time.....	.40	.75	2.50
Royale. Royal blue, creamy white eye.....	.40	.65	2.00
Rosea Stellata. Rose-pink, white eye.....	.30	.50	1.50
Spectrum Red. Intense bright red. Brighter than any other Verbena.....	.35	.60	2.25
Salmon-Pink. A true salmon-pink with white eye..	.25	.50	1.60
Violacea Stellata. Deep violet, white eye.....	.25	.50	1.60
White. Pure25	.50	1.60
Choicest Giant Flowering Mixture25	.40	1.25

VERBENA (Continued)

HYBRIDA DWARF COMPACT ERECTA

This group is very neat and compact in habit. It is a continuous bloomer particularly adapted for bedding and borders.

Carmine Ball. Bright. 10 in. Tr. Pkt...**35c** 1/4 oz...**75c** Oz...**\$2.75**

Fireball. Bright scarlet. 6 in. Tr. Pkt...**35c** 1/4 oz...**75c** Oz...**\$2.50**

Snowball. White. 6 in. Tr. Pkt...**25c** 1/4 oz...**65c** Oz...**\$2.25**

Violet Bouquet. The plant is 8 inches high and 8 inches in diameter. The color of the flower when it first opens is a deep violet tinged with garnet, changing to deep violet as the flower gets older. The eye is cream, making a rich color combination. The diameter of the flower head is 2 1/2 to 3 inches and the individual florets are 3/4 inch in diameter.

Tr. Pkt.....**35c** 1/4 oz.....**85c** Oz.....**\$3.25**

Mixture. Tr. Pkt.....**35c** 1/4 oz.....**75c** Oz.....**\$2.25**

VENOSA

Heliotrope Blue. Tr. Pkt.....**25c** 1/4 oz.....**40c** Oz.....**\$1.50**

Lilacina. Sow Early. Known in the catalogues as a perennial, is one of the most useful "blue" flowers one can grow. It is excellent as a cut-flower. In color, the flowers are delicate lavender-blue. One of this Verbena's qualities is its drought resistance. It will endure the most trying of seasons. The compact and bushy habit of the plant is inviting and it grows from 12 to 18 inches in height. Those who grow it will be well repaid with its beauty and attractiveness as a border plant. Also very desirable for cutting.

This Verbena must be treated as an annual. If possible, sow the seeds under glass in early Spring. The plants will flower in four months' time, continuing to bloom until frost. It is a strong grower, perfectly hardy and very free flowering, being literally covered with flowers throughout the season.

Tr. Pkt.....**25c** 1/4 oz.....**50c** Oz.....**\$1.75**

CITRIODORA

Lemon. Tr. Pkt.....**25c** 1/4 oz.....**60c** Oz.....**\$2.25**

ERINOIDES (Moss Verbena)

Purple. Somewhat spreading habit. Excellent as a cover on dry soil.

Tr. Pkt.....**25c** 1/4 oz.....**35c** Oz.....**\$1.25**

White. Tr. Pkt.....**25c** 1/4 oz.....**35c** Oz.....**\$1.25**

SPECIAL NOTE!

At the 1935 Wisley Trials in England, Waller-Franklin Seed Co., of Guadalupe, Calif., and from whom we obtain supplies of seed, obtained awards for Verbenas, Salmon-Pink, Etna and Spectrum Red, also Royale and Violet Bouquet were highly commended. These trials are highly competitive and such awards are indicative of the high value of our giant strain of Verbenas.

VINCA (Periwinkle)

Requires a warm house and an early start. 12 inch.

	Tr. Pkt.	1/4 oz.	Oz.
Alba Oculata. White with rose eye.....	\$0.15	\$0.25	\$0.75
Alba Pura. Pure white.....	.15	.25	.75
Crimson15	.25	.75
Delicata. Soft pink.....	.15	.25	.75
Rosea15	.25	.75
Mixture. Each15	.25	.75

VIRGINIA STOCK

Mixed. An easy growing border annual.

Tr. Pkt.....**10c** Oz.....**25c**

WALLFLOWER

Annual. An attractive crop of flowers may be had in early spring from an October sowing. Grown in shallow raised beds or floats. Very fragrant but fragile.

Gold Standard. Deep golden yellow. Best commercial variety.

Tr. Pkt.....**25c** 1/4 oz.....**75c** Oz.....**\$2.75**

Golden Yellow Flaked Brown. Tr. Pkt...**25c** 1/4 oz...**75c** Oz...**\$2.75**

Early Flowering Double Mixed. Tr. Pkt.....**30c** Oz.....**\$1.50**

Paris Extra-early Single Mixed. Tr. Pkt.....**15c** Oz.....**25c**

WILD CUCUMBER (Vine)

Tr. Pkt.....**10c** Oz.....**20c**

XERANTHEMUM (Everlasting)

Tr. Pkt.....**15c** Oz.....**50c**

YUCCA (Adam's Needle)

Filamentosa. Broad, sword-like foliage and tall, branched spikes of large, fragrant, drooping, creamy white flowers during June and July.

Tr. Pkt.....**10c** Oz.....**40c** 1/4 lb.....**\$1.25**



Verbena (Hybrid) "Beauty of Oxford"

ZINNIAS

BODGER'S FAMOUS "GOLD MEDAL" ZINNIAS FOR CUT FLOWERS AND GARDEN SHOW

Few flowers have exhibited greater improvement at the hands of hybridizers than the Zinnias, and their improvement has been matched with a corresponding increase in public favor. For those getting started with Zinnias, it should be emphasized that the nature of the plants demands plenty of warmth. This is explained by the fact they are native to Mexico. This temperature requirement also, of course, applies to their seed germination, which will be a certain failure in a cold, wet soil. The warm end of a Carnation house or, say, a temperature of around 55 to 60 degrees nights will germinate it. In warm climates Zinnias have high florist value. By sowing around March 1st, Zinnias can be flowered to perfection during May in a Carnation house temperature. By sowing outdoors as late as August 1st, in well-enriched soil and protected with water, they can be had in fine shape right up to frost. To bring out their wonderful colors calls for long sunny days. For this reason they are not profitable as a mid-winter greenhouse crop. Don't overlook the margin in growing Zinnia seedlings for home gardeners. They are liable to become drawn and hardened in pots — better and more easily grown by broadcasting in an open bed.

DAHLIA-FLOWERED CLASS

Generally accepted as the largest and finest of the Giants. They improve the Giant Mammoth in being more incurved and rounded, though not entirely true to this type.

Canary Bird. A rich primrose-yellow.

Crimson Monarch. Large crimson-red.

Dream. A fine deep lavender.

Eldorado. Salmon-apricot.

Exquisite. Fairly deep rose. Valuable for cutting.

Golden Dawn. Golden yellow, dark center.

Golden State. Rich orange-yellow.

Illumination. Deep rose-pink.

Luminosa. Bright deep pink with a suffusion of salmon.

Meteor. Clear deep rose.

Old Gold. Deep and lighter shades of old gold.

Old Rose. Real old rose color.

Oriole. Orange and gold excellent.

Polar Bear. Large white.

Purple Prince. Large deep purple.

Scarlet Flame. Well named, glowing color.

Will Rogers. Brilliant scarlet.

Youth. A beautiful soft rose self.

Prices, Separate Colors: Liberal Tr. Pkt.....25c ¼ oz.....35c

½ oz.....60c Oz.....\$1.00 Lb.....\$12.00

SPECIAL OFFER: One trade packet each of above varieties, \$2.75.

One trade packet each of **any ten** above varieties, \$2.00.

GOLD MEDAL MIXED. Best Giant Dahlia-flowered Mixture available.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.00 Lb.....\$12.00

GIANT MAMMOTH TYPE

Size and general effect of this class closely approaches the Dahlia-flowered, the difference being in a flat or imbricated placement of the petals. A very popular class of Giant Zinnias.

Brightness. Bright deep rose.

Cerise Queen. Choice cerise-rose.

Daffodil. Bright canary yellow resembling Narcissus King Alfred in color. Very fine.

Enchantress. Light rose, deep rose center.

Golden Queen. Same color as Golden Dawn.

Grenadier. Same color as Dahlia-flowered Crimson Monarch.

Lavender Queen. Same as Dream in the Dahlia-flowered class.

Miss Willmott. Medium light pink, nice soft shade.

Orange King. Similar in color to our Ball Orange Calendula.

Orange Queen. Golden orange.

Purity. A very clean white.

Rose Queen. Bright rose, deeper and brighter than Brightness.

Salmon Queen. Salmon rose.

Scarlet Queen. Best real scarlet in this group.

Violet Queen. Same color as Purple Prince in Dahlia-flowered.

Prices, Separate Colors: Tr. Pkt.....20c ¼ oz.....30c

½ oz.....60c Oz.....\$1.00 Lb.....\$11.00

SECIAL OFFER: One trade packet each of the above 12 varieties for \$2.00.

MIXED. A mixture of all Giant Mammoth type.

Tr. Pkt....15c ¼ oz....30c ½ oz....50c Oz....85c Lb....\$10.00



Zinnia Dahlia Flowered

ELEGANS PUMILA DWARF DOUBLE (Cut and Come Again)

A most desirable type for bedding as well as cut flowers, and desirable for growing in greenhouse or under cloth, particularly the variety "Salmon Rose."

Canary-Yellow.

Fire Ball. Very bright scarlet.

Salmon-Rose. Extra choice for cut flowers.

Golden Orange.

Spun Gold-Yellow.

White.

Crimson.

Scarlet.

Each, Separate Colors: Tr. Pkt.....15c Oz.....50c

Mixed. All colors. Tr. Pkt.....15c Oz.....50c

LILLIPUT OR POMPON CLASS

Have obtained the greatest favor for cut flowers — especially the variety "Salmon Gem." They fit in extremely well for small vase decoration and cut flower work generally. Flowers about size of a large button type Pompon Mum. Highly effective for cut flower work, especially nice when the stems are lengthened under glass or cloth houses.

Canary Gem.

Crimson Gem.

Purple Gem.

Golden Gem.

Lilac.

Salmon Gem.

Valencia. Attractive burnt orange.

Scarlet Gem.

White Gem.

Rosebud. Clear deep rose-pink.

Deep Flesh.

Pink Gem.

This neat little Pompon type is, we believe, the most valuable one for cut flower work. Either cloth or greenhouse protection is necessary to draw out the stems. Such protection seems to reduce the size of the Giants while it increases some that of the Pompons.

Each, Separate Colors: Tr. Pkt...15c ¼ oz...25c Oz...75c Lb...\$8.00

(Combination of varieties to make up pound, at lb. rate.)

Mixed, All colors: Tr. Pkt...15c ½ oz...40c Oz...60c Lb...\$7.50

SPECIAL OFFER: Trade packet of each of the 12 Lilliput varieties for \$1.10.

EARLY WONDER

A new race of dwarf, early flowering Zinnias, producing masses of Pumila type flowers on long nearly leafless stems.

	Tr. Pkt.	¼ oz.	Oz.
Fiery Salmon Cerise Pink	\$0.15	\$0.40	\$1.25
Fiesta-Rich Deep Red15	.40	1.25
Finest Mixed15	.40	1.25
Gypsy (New). Burnished orange.....	.15	.40	1.25
Rose Pink15	.40	1.25



BODGER'S FAMOUS ZINNIAS

FANTASY

Rosalie. With such developments as "Rosalie," it is no wonder that the Fantasy type of Zinnia maintains its place as a reigning favorite. "Rosalie" is a bright intense rose, equally lovely in the garden or as a cut flower. The plants are neat in habit, strong growing, and free flowering, about 2½ to 3 feet in height. The delicate informal flowers, composed of a mass of ray-like petals are distinct from the stiff formal Zinnias. The keeping qualities are excellent. Tr. Pkt.....25c
¼ oz.....50c Oz.....\$1.50

Orange Lady. It brings to the Fantasy group a rich shade of deep bright orange. The 2½ to 3-inch flowers are borne on 2½ to 3-ft. strong well formed plants, that make them exceptionally desirable for cutting. Flowering commences 45 to 50 days after seed is sown.

Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.50

Star Dust. Rich deep golden yellow with the same shaggy petaled formation in the mixture. Tr. Pkt.....25c
¼ oz.....35c Oz.....\$1.00

Mixture. Tr. Pkt.....20c ¼ oz.....30c Oz.....80c

SCABIOUS-FLOWERED

Mixed. Fairly tall and long-stemmed variety, with flower formation resembling Scabiosa. Comes 50 per cent true to this type.

Tr. Pkt.....15c ¼ oz.....35c Oz.....\$1.00

HAAGEANA

Mexicana Hybrids. An especially valuable class for bedding. Very free flowering, compact growth. Small semi-double flowers that have some value for cutting. Attractive colors.

Tr. Pkt.....15c ½ oz.....35c Oz.....\$1.00

SUPER CROWN O'GOLD

Pastel Tints. A wide range of colors in the pastel shades, soft yellow, old gold, light pink, apricot pink, various shades of salmon, peach and buff, cream and pure white. Flowers are of the Crown o' Gold type, each petal of the flower being overlaid at the base with deep golden yellow, while carrying out the individual flower color at the tip. The plants are tall, about 3 feet, strong, and bear flowers profusely throughout the season, first appearing 60 days after seeds are sown. Tr. Pkt.....25c ¼ oz.....65c Oz.....\$2.00



Zinnia Super Crown O'Gold
"Pastel Tints"



Zinnia New Fantasy Mixture

SUPER CROWN O'GOLD (Continued)

Desert Gold. A highly attractive yellow, the light and darker shading contrasting effectively. Tr. Pkt....25c ¼ oz....40c Oz....\$1.50

GRACILLIMA (Red Riding Hood)

Miniature bright crimson flowers about half the size of Lilliputs. 1 foot high, splendid for bedding. Tr. Pkt....15c ½ oz....30c Oz....\$1.75

CUPID

Small button-like flowers, dwarf, 1 foot, well formed plants. At the 1937 F. T. D. Convention, Philadelphia, Pa., these miniature Zinnias combined with Feathery Red Celosia were used for rather effective corsages.

Pixie, Bright Yellow.

Snow Drop, Pure White.

Each of above: Tr. Pkt.....20c

Tiny Tim, Rich Scarlet.

Finest Mixed.

¼ oz.....50c Oz.....\$1.50

PICOTEE DELIGHT

A fairly tall growth and attractive flower formation, curled or ruffled petals, makes this class well suited to cut flower uses. Comes fairly true to flower type. Tr. Pkt. ¼ oz. Oz.

Golden Ray (New). Golden orange with brick-red markings\$0.25 \$0.40 \$1.25

Salmon-Rose. Attractively shaded light to dark salmon-pink25 .40 1.25

Mixed. A good mixture.....20 .35 1.25

LILLIPUT "TOM THUMB"

Mixture. 4 to 6 inches. Desirable for rock gardens, pot plants and bedding. A good range of colors. Mixed. Tr. Pkt.....15c
¼ oz.....35c Oz.....\$1.00

LINEARIS

Mixture. The most unusual and interesting of the newer Zinnias is the little dwarf variety, Linearis. The flowers, which are single, are a lovely shade of golden orange, with a delicate lemon yellow stripe through each petal, while the center is dark brown in the young flowers, turning golden orange as the pollen develops. It is extremely early blooming, commencing to flower when the plants are about 6 inches tall and keeping on right through the season until the late frosts of autumn. Tr. Pkt.....15c ¼ oz.....50c Oz.....\$1.50



A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

ACHILLEA (*Milfoil, Yarrow*)

Ptarmica "The Pearl." One of the best hardy white perennials. Grows about 2 feet high. Is covered with heads of purest white double flowers from June until frost. Tr. Pkt....**25c** ¼ oz....**50c** Oz....**\$1.80**

ACONITUM (*Monkshood, Helmet Flower*)

Napellus. Produces long spikes set with blue flowers. Seed is of slow germination; 3 to 5 feet. Tr. Pkt.....**25c** ¼ oz.....**45c** Oz.....**\$1.40**
Fischeri. An improved strain; compact habit; with bright blue flowers. Tr. Pkt.....**25c** Oz.....**\$1.80**

AETHIONEMA

Coridifolium (Lebanon Candytuft). Light mallow purple, 8 in. Tr. Pkt.....**35c** ⅛ oz.....**\$1.50**

ADONIS VERNALIS

A good spring flowering perennial with large, yellow flowers. Tr. Pkt.....**25c** ¼ oz.....**50c** Oz.....**\$1.60**

AGROSTEMMA

Coronaria Atrosanguinea (Rose Campion). Deep blood red, 28 in. Tr. Pkt.....**10c** Oz.....**30c**
Coronaria Mixed. Stout, erect-growing plants with silvery foliage, flowers during July and August. 2½ to 3 feet. Tr. Pkt.....**10c** Oz.....**20c**

ALYSSUM

Saxatile Compactum (Basket of Gold). An indispensable plant for the rockery or border, growing 1 foot high. Tr. Pkt.....**15c** ¼ oz.....**25c** Oz.....**85c**

AMPELOPSIS (*Boston or Japanese Ivy*)

Veitchi. The best and most popular hardy climber for covering brick or stone walls. Tr. Pkt.....**10c** Oz.....**20c** ¼ lb.....**60c**

ANCHUSA

Italica, Dropmore Variety. Grows 3 to 5 feet high; bears during May and June in abundance; flowers of the richest Gentian blue. Tr. Pkt.....**15c** Oz.....**40c**
Myosotiflora. Small Forget-me-not flowers; excellent for the rockery. Tr. Pkt.....**50c** Oz.....**\$5.00**

ANEMONE (*Windflower*)

Coronaria, St. Bridget. A beautiful selection. Our seed comes from a famous Irish grower and comprises semi-double and double flowers. Tr. Pkt.....**35c** ¼ oz.....**85c** Oz.....**\$2.80**
Pulsatilla, "Pasque Flower." Violet lilac. 1 ft. Tr. Pkt.....**25c** ¼ oz.....**65c** Oz.....**\$2.20**

ANTHEMIS (*Marguerite*)

Tinctoria Kelwayi. A most satisfactory, hardy perennial bearing daisy-like lemon yellow blossoms. Excellent for cutting; 2 feet. Tr. Pkt.....**15c** Oz.....**50c**
Montana. Pure white. Tr. Pkt.....**25c** ¼ oz.....**40c**

AQUILEGIA (*Columbine*)

LONG-SPURRED STRAINS

This strain is unquestionably the finest yet produced. The plants are of strong, thrifty growth, with flowers of largest size, varying in color through tones of cream, pink, lavender, blue, white, red, etc.

Mrs. Scott Elliot's. Extra choice hybrids; large flowers in splendid mixture of colors; height 3 feet. Tr. Pkt.....**35c** Oz.....**\$3.00**

	Tr. Pkt.	Oz.
Alpina. Rich blue; 2 feet high.....	\$0.25	\$1.80
California Hybrida. Long-spurred flowers in yellow and orange shades25	2.00
Canadensis. The native old rose and yellow variety.....	.25	1.80
Chrysantha. Long-spurred yellow.....	.25	1.60
Coerulea (Rocky Mountain Columbine). Violet-blue and white25	1.80

CLEMATIS-FLOWERED

Mixed. This glorious Columbine is absolutely distinct in petal formation. The blooms greatly resemble Clematis flowers. The plants are of medium height, good compact habit and free flowering. The color range includes delicate pastel shades of pink and blue. Height 2 to 3 feet. Tr. Pkt.....**75c**



New Aquilegia Song-Spurred, Crimson Star

AQUILEGIA (*Continued*)

TRUE NEW ENGLISH LONG-SPURRED (*Quality Exceptional*)

	Tr. Pkt.	¼ oz.	Oz.
Rose and Pink Shades. Contains only shades of rich coral pink; very true.....	\$0.50	\$1.25	\$4.75
Blue Shades. Exceptional.....	.50	1.25	4.75
Crimson Star. Richest crimson with white petals..	.75	1.25	4.75
Lowdham Mixture35	.75	2.50

ARABIS (*Rock Cress*)

Alpina. One of the earliest and prettiest spring flowers. The spreading tufts are covered with a sheet of pure white flowers as soon as the snow disappears. Unequaled for rockeries or edging. Withstands drought and is always neat; 6 inches.

Tr. Pkt.....**10c** Oz.....**40c** ¼ lb.....**\$1.25**

ARMERIA (*Sea Pink, Thrift*)

Formosa Hybrida. Heads of rosy pink flowers. Useful for edging or rockery. Tr. Pkt.....**25c** Oz.....**\$1.40**

Bee's Ruby. Rich deep rose colored flowers. 1½ feet. Tr. Pkt.....**50c** ⅛ oz.....**\$1.00**

Lauchiana. Bright, rosy red. Good rock plant. Tr. Pkt.....**35c** Oz.....**\$3.20**

ASCLEPIAS (*Butterfly Weed*)

Tuberosa. Brilliant orange scarlet flowers. 2 ft. Tr. Pkt.....**35c** ¼ oz.....**60c** Oz.....**\$2.20**

ASPERULA

Odorata (Sweet Woodruff). White flowers. 1 ft. Tr. Pkt.....**15c** Oz.....**\$1.00**

ASTER PERENNIAL (*Michaelmas Daisy*)

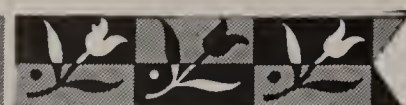
Alpinus. Dwarf Alpine Aster, indispensable for the rockery or edge of hardy borders; grows 6 to 10 inches high. Showy, light blue flowers in May and June. Tr. Pkt.....**35c** Oz.....**\$2.20**

Mixed. Saved from a splendid collection of fall-blooming varieties. Tr. Pkt.....**35c** Oz.....**\$2.20**

AUBRIETIA (*Rainbow Rock Cress*)

Rose Queen. Large, clear pink flowers on plants 6 inches high. Tr. Pkt.**25c**

Large-Flowering Hybrids. A beautiful dwarf rock plant, covered with sheets of bright flowers in spring and early summer. Tr. Pkt.....**25c** Oz.....**\$1.60**



A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

AURICULA (See *Primula Auricula*)

BAPTISIA (False Indigo)

Australis. Deep blue. Tr. Pkt.....10c Oz.....40c

BELLIS PERENNIS (Double English Daisy)

The *Monstrosa* sorts are of the largest size. The flowers of the other sorts are smaller but produce very freely.

	Tr. Pkt.	¼ oz.	Oz.
<i>Monstrosa</i> White	\$0.25	\$0.65	\$2.20
<i>Monstrosa</i> Red Improved.....	.25	.85	2.80
<i>Monstrosa</i> Pink25	.70	2.40
<i>Monstrosa</i> Mixed25	.50	1.80
The Bride or Improved Snowball. White.....	.25	.40	1.40
Longfellow. Double pink.....	.25	.40	1.40
Double Mixed.....	.25	.35	1.00
Double Quilled (<i>Tubulosa</i>) (½ oz., 90c).....	.35

BOCCONIA (*Plume Poppy, Tree Celandine*)

Japonica. Foliage glaucous green; bears many spikes 2 to 3 feet long set with cream-colored flowers; 6 to 8 feet. Easily raised from seed.

Tr. Pkt.....10c Oz.....40c ¼ lb.....\$1.25

BOLTONIA (False Chamomile)

Asteroides. Pure white. Tr. Pkt.....35c Oz.....\$3.00
Latisquama. Pink, tinged lavender. Tr. Pkt.....25c Oz.....\$2.00

CAMPANULA (*Canterbury Bells*) (Biennial)

CALYCANTHEMA (*Cup and Saucer*)

	Tr. Pkt.	Oz.
Dark Blue.....	\$0.15	\$1.40
Lilac15	1.40
Rose-Pink15	1.40
White15	1.40
Mixed25	1.20

MEDIUM SINGLE

Blue10	.40
Lilac10	.40
Rose10	.40
White10	.40
Mixed10	.30



Campanula (Medium)

CAMPANULA (Continued)

MEDIUM DOUBLE

	Tr. Pkt.	Oz.
Blue	\$0.15	\$0.80
Rose15	.80
White15	.80
Mixed15	.80

CARPATICA (*Carpathian Hare Bell*)

	Tr. Pkt.	Oz.
Blue. Color clear blue; grows 6 inches high.....	\$0.15	\$0.80
Alba. The white-flowered form.....	.15	.80
Mixed10	.80

PERSICIFOLIA GRANDIFLORA (*Peach Bells*)

Blue. Grows 2 to 3 feet high. Has large blue flowers.....	.25	1.80
Alba. White-flowered.....	.25	1.80
Telham Beauty. Immense bell-shaped flowers of a pale China blue, produced on long stems; 2 feet. (½ oz., \$1.00)35

PYRAMIDALIS (*Chimney Bellflower*)

Blue. A beautiful, hardy plant. Blue salver-shaped flowers; 4 to 6 feet.....	.25	1.40
Alba. Same as above but with white.....	.25	1.60

ROTUNDIFOLIA (*Blue Bells of Scotland*)

Grows about a foot high. Has graceful drooping mid-blue bell-shaped flowers. A splendid subject for the rockery or front of hardy border.....(½ oz., \$0.75) .35 3.60

CANDYTUFT (See *Iberis*)

CARNATIONS

GRENADIN

	Tr. Pkt.	Oz.
Black King. Dark red.....(¼ oz., 60c)	\$0.35	\$2.20
Cardinal. Scarlet25	2.00
Triumph Pink. Rose pink.....(¼ oz., 75c)	.35	2.60
White. Snow white25	2.00
Golden Sun. Golden yellow.....(¼ oz., \$1.00)	.35	3.60
Mixed25	1.60
Double Border. Fine mixed, dwarf.....	.30	1.25
Early Vienna Mixed.....	.25	1.80
Allwood's Hardy Cottage Strain. A completely new breed of hardy garden Carnations. A very fine race that will give the greatest satisfaction in any garden. With their good range of colors, absolute hardiness, and stocky habit of growth they do not require staking. They commence to flower early and continue in bloom for a lengthy period. Tr. Pkt.....	50c	

CENTAUREA (*Hardy Cornflower*)

Montana. Grows 2 feet high, bearing large violet-blue flowers from July to September. Tr. Pkt.....15c Oz.....60c

CERASTIUM (*Snow in Summer*)

Tomentosum. A desirable low-growing plant with silvery foliage and white flowers in June. Suitable for the rockery or for carpeting dry, sunny spots or for covering graves. Tr. Pkt.....25c Oz.....\$1.40

CHEIRANTHUS (*Siberian Wallflower*)

These are biennials. Very effective in the rockery or front of border.
Allioni. Brilliant orange flowers.

Tr. Pkt.....10c Oz.....40c ¼ lb.....\$1.25

CHRYSANTHEMUMS (Hardy)

SHASTA DAISY

	Tr. Pkt.	Oz.
King Edward VII. The finest Moonpenny Daisy.....	\$0.15	\$0.80
Alaska. The largest and best of the Shasta Daisies.....		
.....(¼ oz., 30c)	.15	1.00
G. Marconi (Diener). Excellent variety for greenhouse and outdoor culture. Produces giant double flowers of about 7 inches diameter. Stems 2½ to 3 feet long. Tr. Pkt.....	50c	

CLEMATIS

Paniculata. One of the most popular hardy climbers.

Tr. Pkt.....10c Oz.....30c ¼ lb.....90c

A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

COREOPSIS (*Perennial Calliopsis*)

Lanceolata Grandiflora. An extra fine strain of this useful golden yellow, hardy perennial. Tr. Pkt....10c Oz....30c ¼ lb....\$1.00

Lanceolata Grandiflora Mayfield Giant. The plants are taller and more vigorous than the type. The individual flowers are larger and stems are longer and stiffer. Tr. Pkt.....15c Oz.....60c

New Gold Grandiflora. Deep golden yellow flowers run 85% double and 2 to 2½ inches across.

Tr. Pkt.....25c ¼ oz.....35c Oz.....\$1.25

Double Sunburst. Brilliant golden yellow. There is nothing that can take its place when yellows are so scarce. Sunburst is a pleasant change from the well known single form. The double flowers are large, 1½ to 2 inches across, deep golden yellow, and are excellent for cutting as well as for garden decoration. 80% double.

Tr. Pkt.....15c Oz.....80c

DAISY SHASTA (*See Chrysanthemums*)

DELPHINIUM

(*Originator's Seed*)GIANT PACIFIC HYBRIDS (*Vetterle & Reinelt*)

Blue Shades. Shades from very light to rich deep blue.

Lavender Shades. A fine pastel colored strain.

Violet Shades. Deep rich violet-blue colors with many contrasting white bees.

Mixture of all above, including Clear White and many intermediate shades. The finest commercial Hybrid Mixture.

Prices on Above

Each. Tr. Pkt..\$1.00 ⅓ oz...\$2.00 ¼ oz...\$3.50 Oz...\$12.00

Clear White. By all odds the outstanding white Delphinium strain available. Extra large double flowers and pure white.

Tr. Pkt....\$1.25 ⅓ oz....\$2.50 ¼ oz....\$4.00 Oz....\$14.00



Delphinium, Giant Pacific Hybrids (V & R)

DELPHINIUM (*Continued*)

BLACKMORE & LANGDON'S HYBRID MIXTURE

(*True English Originator's Seed*)

Too well known to need any commendation on our part.

Tr. Pkt.....\$1.00 ¼ oz.....\$2.00 Oz.....\$7.00

B & L—ABC Strain. A good average strain. Seed produced in America. Tr. Pkt....50c ¼ oz....90c Oz....\$3.25 4 oz....\$9.00

We believe that production of any of the above-named strains will supply everything that might be desired in the Hybrid Delphinium family.

WREXHAM HOLLYHOCK-FLOWERED HYBRIDS

Enormous spikes of large single and double blooms in all the glorious shades of blue found only in Delphiniums. The graceful spire-shaped spikes are not unlike Hollyhocks. A truly magnificent strain.

Art Shades	Tr. Pkt.	Oz.
Deep Blue Shades	} (¼ oz., \$1.65)	\$0.75 \$6.00
Light Blue Shades		
Mid-Blue Shades		

Mixed. Containing all colors.

Tr. Pkt.....60c ¼ oz.....\$1.40 Oz.....\$5.00

MISCELLANEOUS STRAINS

Belladonna Improved (Cliveden Beauty). A very select strain of strong, vigorous habit. Large flowers of brilliant iridescent turquoise blue..... (¼ lb., \$7.00) .35 2.00

Belladonna. The original or "Regular" Strain.

Tr. Pkt....25c ¼ oz....50c Oz....\$1.65. 4 oz....\$5.00

Tr. Pkt. Oz.

Bellamosum. Improved. A rich, deep blue form of Belladonna (¼ lb., \$7.00) \$0.35 2.00

Cardinale. Large, brilliant scarlet..... .35 2.20

Gold Medal Hybrids. A splendid strain of mixed hybrids (¼ lb., \$4.00) .25 1.40

Chinense, Blue. Intense gentian blue..... .20 .80

Chinense, Album. White..... .20 .80

Lamartine. Fairly deep extra bright marine-blue, considerably deeper than Belladonna and with its same free-flowering habit. Equally suited to indoor forcing or field conditions. Mildew resisted by smooth leaves. If you grow Delphinium, don't be without this outstanding new variety.

Tr. Pkt.....50c ¼ oz.....\$1.50 Oz.....\$5.00

DIANTHUS (*Hardy Pinks*)

	Tr. Pkt.	Oz.
Deltoides Albus. Showy white flowers.....	\$0.25	\$1.80

Deltoides, Brilliant. Dwarf, brilliant carmine blooms.....	.25	1.80
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Plumarius, Single Mixed (Pheasant Eye Pink).....	.35	2.40
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Plumarius, Double Mixed (Hardy Garden Pinks).....	.25	1.40
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Plumarius, Semperflorens (Everblooming Hardy Pinks).		
Mixed colors25	1.80

Rock Garden Species Mixed. A special mixture containing 25 varieties suitable for the rockery.....	.25	2.00
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Latifolius Atrococcineus fl. pl. Rich fiery scarlet crimson..	.15	.80
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Sweet Wivelsfield. A new, hardy annual of wonderful colorings. The flowers are larger than Sweet William and are borne in trusses. This perpetual flowering Dianthus is bound to win instant favor both as a cutflower of lasting quality and as a new spring bedding plant.

Tr. Pkt.....15c Oz.....80c

New Double Sweet Wivelsfield. A sensational plant—a great improvement on the original Sweet Wivelsfield, which proved such an enormous success when sent out by us some four years ago.

Tr. Pkt.....35c ¼ oz.....70c

Delight. This is a hybrid between Sweet Wivelsfield and Dianthus Roysii. Flowers continuously out of doors from June until October, producing flowers about one-half inch in diameter, not in trusses but in alternating spikes in great profusion. There is a bewildering range of colors. Dianthus Delight is an easy growing plant which will stand many degrees of frost. Excellent for cutting.

Tr. Pkt.....35c ⅓ oz.....\$1.00

PLEASE NOTE! The balance of the Perennial and Biennial Seeds are continued on page 45.

"Petunias for Profit"



A. B. C. ALL-DOUBLE DE LUXE PETUNIAS (VICTORIOUS STRAIN)

Every retail grower or pot plant producer can profitably sell pot plants of All-Double Petunias during spring and early summer if seed is sown early and grown cool, near the glass. The exceptional variety,

"World Beauty," is particularly recommended for this purpose. (See full-color illustration on inside front cover.) Also provides desirable cut flowers if placed in water for four hours after cutting.

ALL-DOUBLE SEPARATE COLORS AND MIXTURES

- Amaranth Red.** Strong outstanding red.
- Appleblossom (Daintiness).** Light rose-pink.
- Gaiety.** Rose-pink and white. (Choice.) (See illustration following page.)
- Loveliness.** Somewhat lighter than "World Beauty." (See illustration on page 36.)
- Orchid Beauty.** Orchid or light lilac. (See illustration on page 35.)
- Pink Perfection.** Same as "World Beauty."
- Purple Robe.** Dark velvety purple.
- Snowball.** Best fringed white.

Price on the All-Double varieties listed above.

1/2 Tr. Pkt. (500 seeds).....	\$1.25	1 Tr. Pkt. (1000 seeds).....	\$2.00
3 Tr. Pkts.....	\$5.00		

(Any combination of varieties.)

1/64 oz.....	\$6.50	1/32 oz.....	\$12.50	1/16 oz.....	\$22.50
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A. B. C. Special All-Double Mixture. Consists of one-half "World Beauty," one-fourth "Snowball" and nominal quantities of other varieties listed above.

1/2 Tr. Pkt. (500 seeds).....	\$1.25	Tr. Pkt. (1000 seeds).....	\$2.00
3 Tr. Pkts.....	\$5.00	1/64 oz.....	\$6.50
		1/32 oz.....	\$12.50

Victorious Mixture. Fringed All-Double Dwarf Mixture.

1/2 Tr. Pkt. (500 seeds).....	\$1.00	Tr. Pkt. (1000 seeds).....	\$2.00
3 Tr. Pkts...\$5.00	1/64 oz...\$6.00	1/32 oz...\$11.00	1/16 oz...\$20.00

SINGLE-FLOWERED VARIETIES A. B. C. IMPROVED "ELK'S PRIDE" *The DeLuxe of Purple Petunias*

The most outstanding of all purple Petunias for pots, boxes, bedding, etc., "A. B. C. Improved Elk's Pride" is of upright growth and unusually free flowering. The color is a brilliant royal purple, with flowers of good size. This valuable strain (Bountiful Strain) is produced under glass and hand-pollinated and consequently comes quite true from seed. We have supplied "Elk's Pride" to the trade for the past ten years, and our growers invariably repeat their purchases of this excellent variety from year to year.

(Also see pages 36-37)

Tr. Pkt.....	\$1.00	3 Tr. Pkts.....	\$2.50	6 Tr. Pkts.....	\$4.50
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NEW A. B. C. INTRODUCTIONS OF HIGH VALUE

Wilshire. Giant ruffled variegated color combination of red, white and yellow, flowers 5 to 6 inches in diameter.

Bel-Air. Giant ruffled dark carmine red with white center. Center slightly veined, flowers 4½ to 5 inches in diameter.

Josephine. Giant fringed Tyrian rose-pink with gold center, flowers 4 to 4½ inches in diameter, very beautiful and heavily fringed.

Carlsbad. Giant fringed light blue. Campanula violet with rich purple center flowers 3 to 3½ inches in diameter.

Each of above: Tr. Pkt.....	\$1.00	3 Tr. Pkts.....	\$2.50
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"WORLD BEAUTY"

ORIGINAL STRAIN

(Illustrated in full color on Inside Front Cover)

Named and Introduced by
THE AMERICAN BULB CO.

100% All-Double Fringed Flowers

500 seeds.....	\$1.25	1000 seeds.....	\$2.00
		3000 seeds.....	\$5.00

1/64 oz.....	\$6.50	1/32 oz.....	\$12.50
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American Bulb Co.
Chicago, Ill.
Dear Sirs:

I thought maybe you'd be interested in this. I used your seed for Petunias last year. The "Eriksson's Private Stock" sold rapidly in 4-in. and 5-in. pots at 25c and 35c each and caused lots of "Ohs" and "Ahs" and favorable comment. "Snowball," "Gaiety" and "Loveliness" next best.

All that I am ordering now, namely, "World Beauty," "Loveliness," "Snowball," "Gaiety," "Private Stock," "Snowstorm," "Dwarf Elk's Pride," are really good. All bloom wonderfully here all summer in any location. Will be back for more later. Had 5,000 in pots last Spring.

(Signed) J. N. SAXE, Prop.

Unsolicited Testimonial

SAXE FLORAL COMPANY

Seattle, Wash.

Sept. 16, 1939.

"Petunias for Profit"



De Luxe Victorious "World Beauty" All-Double
(Illustrated in full color on inside front cover)

ALL-DOUBLE "WORLD BEAUTY"

500 seeds.....	\$1.25	1000 seeds.....	\$2.00
		3000 seeds.....	\$5.00
1/64 oz.....	\$6.50	1/32 oz.....	\$12.50

Half-Dwarf Giants—Named Varieties

Of fairly dwarf habit with same open throat and giant size flowers found in the Giant Mixtures.

Camilla. Pink, red veined, dark throat.			
Tr. Pkt.....	75c	1/64 oz.....	\$2.00
		1/32 oz.....	\$3.50
Copper Red, Dark. Attractive copper-crimson.			
Tr. Pkt.....	75c	1/64 oz.....	\$1.25
		1/32 oz.....	\$2.25
Copper Red, Light. Rich old rose.			
Tr. Pkt.....	75c	1/64 oz.....	\$1.25
		1/32 oz.....	\$2.25
Floretta. Steel blue, veined black, dwarf.			
Tr. Pkt....	\$1.00	1/64 oz.....	\$2.50
		1/32 oz.....	\$4.00
German Empress. Bluish white with dark throat.			
Tr. Pkt.....	50c	1/64 oz.....	\$1.25
Harlequin. Coppery scarlet.			
Tr. Pkt....	\$1.00	1/64 oz.....	\$2.50
		1/32 oz.....	\$4.00
King Alphonso. Rich crimson rose.			
Tr. Pkt.....	50c	1/64 oz.....	\$1.25
		1/32 oz.....	\$2.50
Prince of Wuertemberg. Deep rose with dark throat.			
Tr. Pkt.....	50c	1/64 oz.....	\$1.15
		1/32 oz.....	\$2.20
Princess of Wuertemberg. Rose-pink with veined dark throat.			
Tr. Pkt.....	50c	1/64 oz.....	\$1.25
		1/32 oz.....	\$2.25
Rheingold. Large clear white with yellow throat.			
Tr. Pkt.....	50c	1/64 oz.....	\$1.15
		1/32 oz.....	\$2.20
Salmon Beauty. A most attractive salmon-pink.			
Tr. Pkt.....	75c	1/64 oz.....	\$1.50
		1/32 oz.....	\$2.50
Silvery Rose. Light silvery rose-pink.			
Tr. Pkt.....	75c	1/64 oz.....	\$1.50
		1/32 oz.....	\$2.50

Petunia All-Double "Gaiety"

PRICE: 1/2 Tr. Pkt. (500 seeds).....	\$1.25		
Tr. Pkt. (1,000 seeds).....	\$2.00	3 Tr. Pkts.....	\$5.00
1/64 oz.....	\$6.50	1/32 oz.....	\$12.50
		1/16 oz.....	\$22.50

VARIOUS DOUBLE PETUNIAS

Carnation-Flowered. Another 100 per cent double flowering Petunia of extraordinary merit. Individual flowers are not so large as the maximum type. Height 13 inches. Ideal for pots and bedding.

Mixed Colors. Tr. Pkt.....\$1.50

Shepherd's Pride. Attractive shade of salmon or shrimp pink. Produces about 60 per cent of large double flowers, the balance beautiful single blooms.

1/2 Tr. Pkt.....75c Tr. Pkt.....\$1.50 3 Tr. Pkts.....\$4.00

Double Rosy Morn. This beautiful dwarf, small-flowered Double Pink Petunia has come into the greatest favor, especially as a pot plant. However, since seed produces only a nominal number of double flowers, it is well to sow early and take cuttings from the true double. The single flowers produced from this strain are, however, equal to the highest type of Rosy Morn, and all available.

Tr. Pkt.....\$1.00 1/64 oz.....\$1.75 1/32 oz.....\$3.00

Dwarf Single Giants in Mixtures

An extra large-flowered, open throat type. Highly valuable for flowering in 3-inch or 4-inch pots. Very choice for bedding under favorable conditions.

A. B. C. Dwarf Giants. A selected dwarf giant strain.

Tr. Pkt.....\$1.00 1/64 oz.....\$2.00
1/32 oz.....\$3.75 1/16 oz.....\$6.75

Ramona Strain. Dwarf Giants. A most desirable strain of Giant Petunias. 1/2 Tr. Pkt....60c Tr. Pkt....\$1.00 1/64 oz....\$1.75
1/32 oz.....\$2.75 1/16 oz.....\$5.00

Giants of California. Medium dwarf. Somewhat taller and stronger than the above. Tr. Pkt.....75c 1/64 oz.....\$1.50
1/32 oz.....\$2.50 1/16 oz.....\$4.50

Giants of California. Tall, choice colors. Tr. Pkt.....\$1.00
1/64 oz.....\$1.50 1/32 oz.....\$2.50 1/16 oz.....\$4.50



Petunia (Victorious) All-Double "Gaiety"

"Petunias for Profit"

A. B. C. PETUNIAS Large Flowering Single Fringed (Hybrida Grandiflora Fimbriata)

While not quite so large as the Ruffled Giants, these big fringed Petunias have a charm of their own, due to their attractively fringed blooms. The varieties we offer are the finest in color and form.

Apple Blossom. Light shell pink.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Aurora. Light rose veined purple rose.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Coerulea. Large fringed flowers. Deep blue.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Columbia. Rose-pink and white. Strong upright growth.	Tr. Pkt.....50c	1/64 oz.....\$1.50
Dainty Lady. Light yellow.	Tr. Pkt.....50c	1/64 oz.....\$1.75
Golden Jubilee (New). Carmine-rose-gold throat.	Tr. Pkt. (Originator's seed).....75c	1/64 oz...\$1.50
Maculata. Large rose and white.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Miranda. Deep carmine-scarlet, dark veined throat.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Pink Triumph. Clear rose-pink.	Tr. Pkt.....50c	1/32 oz.....\$1.25
Pride of Portland. Good rose-pink.	Tr. Pkt.....50c	1/32 oz.....\$1.25
Rapture. Intense rose-pink.	Tr. Pkt.....50c	1/64 oz.....\$1.25
Romany Lass. Fringed crimson-rose.	Tr. Pkt...50c	1/64 oz...\$1.25 1/32 oz...\$2.00
Royal Purple. (Marine.) Rich deep velvety purple.	Tr. Pkt...50c	1/64 oz...\$1.40 1/32 oz...\$2.50
Theodosia. Rose-pink with gold throat.	Tr. Pkt...50c	1/64 oz...\$1.25 1/32 oz...\$2.00
White Beauty. Fringed clear white.	Tr. Pkt...50c	1/64 oz...75c 1/32 oz...\$1.25
A. B. C. Single Fringed Mixed. This is an extra free flowering, medium size fringed Grandiflora strain. We can not too strongly recommend it for growing young stock in flats. Tr. Pkt.....50c		
	1/32 oz.....\$1.00	1/16 oz.....\$1.75
	1/8 oz.....\$2.75	1/4 oz.....\$5.00
Fluffy Ruffles Mixture. We supply the original stock of this finely fringed mixture. Highly recommended. Tr. Pkt.....50c		
	1/32 oz.....\$1.25	1/8 oz.....\$3.75



Petunia, All-Double Victorious Strain "Orchid Beauty"

See Inside Front Cover
for colored illustration of
Petunia A. B. C.
Private Stock Mixed

ALL-DOUBLE "ORCHID BEAUTY"

PRICE: 1/2 Tr. Pkt. (500 seeds).....	\$1.25
Tr. Pkt. (1000 seeds).....	\$2.00
1/64 oz....	\$6.50
1/32 oz....	\$12.50
1/16 oz....	\$22.50
3 Tr. Pkts.....	\$5.00

Ruffled Grandifloras

Generally more robust than the fringed and larger flowered —excellent for bedding.

Balcony Queen. Velvety purple, blotched white.	Tr. Pkt.....50c	1/64 oz.....90c	1/32 oz.....\$1.60
Burgundy. Strong Burgundy or dark wine red.	Tr. Pkt.....50c	1/32 oz.....	\$1.25
White Queen. An extra large ruffled clear white.	Tr. Pkt.....50c	1/64 oz.....	\$1.50
Elk's Pride, Dwarf. Same color, size and wavy flowers of original Elk's Pride.	Tr. Pkt.....50c	1/64 oz.....\$1.00	1/32 oz.....\$1.75
Blue Beauty. (Blaue Schonheit.) New. A rich velvety blue.	Tr. Pkts. only.....		50c
Dwarf Carmine Glory. Attractive carmine color.	Tr. Pkt.....50c	1/64 oz.....	\$1.15
Dwarf Pink Glory. Large flowered bright carmine-rose.	Tr. Pkt.....50c	1/32 oz.....	\$1.50
Elk's Pride Improved. Rich velvety purple.	Tr. Pkt...\$1.00	3 Tr. Pkts...\$2.50	6 Tr. Pks...\$4.50
Giant Steel Blue. Light bluish white, dark veins.	Tr. Pkt.....50c	1/32 oz.....	\$1.25
Queen of the Market. Deep carmine-scarlet.	Tr. Pkt.....50c	1/64 oz.....	\$1.25
White Cloud. All-purpose dwarf white.	Tr. Pkt.....50c	1/64 oz.....\$1.00	1/32 oz.....\$1.60
	1/16 oz.....\$2.75	1/8 oz.....	\$4.75
Snowstorm. Large-flowered ruffled pure white.			
The Best White Petunia — Illustrated at left.			
Tr. Pkt.....75c	1/64 oz.....\$1.25	1/32 oz.....	\$2.00



Large-Flowered Petunia

A. B. C. Improved
"Snowstorm"

"Petunias for Profit"



Type of Petunia "A. B. C. Private Stock"
(Eriksson's Strain) Mixed

DE LUXE VICTORIOUS "LOVELINESS"

(Illustrated at right)

PRICE: ½ Tr. Pkt. (500 seeds).....\$1.25
Tr. Pkt. (1,000 seeds)....\$2.00 3 Tr. Pkts....\$5.00
1/64 oz.....\$6.50 1/32 oz.....\$12.50
1/16 oz.....\$22.50

"BOUNTIFUL STRAIN" PORTLAND PETUNIAS

Single, Large-Flowered
(Fringed and Ruffled)

Originator Strains
Seed from Hand-Pollinated Plants

Free flowering strong upright growths. Now very popular with the trade. Especially "Elk's Pride," which is the most outstanding of all purple varieties.

All flowers are hand pollinated and the seed carefully gathered by hand when ripe, not before, so that every seed has full germinative power. Colors run true almost without exception, but nature still seems to insist upon a small percentage of reverts to small flowers. Infinite care and time seem unable to eliminate this natural trait in Petunias.

Apple Blossom. Light pink.

Elk's Pride, Improved. Royal purple (See page 33).

Lilac Beauty. Soft lilac.

Pride of Portland. Deep rose.

Ruffled Heliotrope. Soft heliotrope.

Scarlet Beauty. Bright scarlet.

White Beauty.

Mixed Colors.

Price, each of above—

Tr. Pkt.....\$1.00 3 Tr. Pkts.....\$2.50
6 Tr. Pkts.....\$4.50

A. B. C. SINGLE LARGE-FLOWERING PETUNIAS

"A. B. C. PRIVATE STOCK"

Originator's (Eriksson's) Seed Supplied Exclusively by A. B. C.

Single Large-Flowering Dwarf Fringed and Ruffled Mixed—The Single Petunia De Luxe

Produced under glass by that eminent florist-grower, Mr. Ernst Eriksson, of Riverside, Illinois (originator of Primula Malacoides Eriksoni), this improved strain of hand-pollinated large flowering dwarf Petunias is in our estimation the choicest and finest of this type available. It is excellent for pot plants, porch and window boxes, and for bedding. This strain is as profitable as it is beautiful.

Tr. Pkt. (1,000 seeds).....	\$1.25
1/32 oz.....\$4.00	1/16 oz.....\$8.00
1/8 oz.....\$15.00	1/4 oz.....\$28.00

SPECIAL NOTE: Our "Eriksson Strain" is supplied by the originator, Mr. Ernst Eriksson, of Riverside, Illinois. Other so-called "Eriksson's Strains" may be of questionable quality.

(See Inside Front Cover for Colored Illustration of Above)

A. B. C. IMPROVED "SNOWSTORM"

Pure White Dwarf Petunia

An A. B. C. Introduction—Unquestionably the Best White Petunia

12 inches high, Improved "Snowstorm" is a pure white developed along the line of our "Private Stock" Mixed color strain. Flowers are the same size, 3 to 4 inches in diameter. The same free-blooming habit makes this new variety particularly desirable as a pot or bedding Petunia. Don't overlook this valuable new kind for the coming spring. "Snowstorm" is unquestionably the "Queen" of all White Petunias.

Tr. Pkt. (1,000 seeds)...	75c	1/64 oz....\$1.25	1/32 oz....\$2.00
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All-Double Petunia "Loveliness"

"Petunias for Profit"

A. B. C. SUPREME QUALITY PETUNIAS DWARF HYBRIDAS (Continued)

Norma. Violet-blue with white star. Tr. Pkt....25c
1/4 oz.....45c 1 oz.....\$1.50

Rose of Heaven. Standard rose-pink for bedding.
Tr. Pkt.....25c 1/4 oz.....50c 1 oz.....\$1.75

Rose Queen Improved. Deep rose.
Tr. Pkt.....50c 1/8 oz.....90c
1/4 oz.....\$1.50 1 oz.....\$4.75

Rosy Morn. Fairly deep rose with light throat.
Tr. Pkt.....35c 1/4 oz.....75c 1 oz.....\$2.50

Rosy Morn Improved. Deep strong rose; white
center. Tr. Pkt...50c 1/4 oz...\$2.25 Oz...\$8.00

Royal Gem. (New.) Extra dwarf Burgundy-crim-
son, light throat. Tr. Pkt....50c 1/32 oz...\$1.00

Salmon Supreme. Dwarf light salmon-rose. Very
pleasing color. Tr. Pkt.....50c
1/32 oz.....\$1.50 1/16 oz.....\$2.50

Scarlet Glory. Height 10 inches. Large flowering,
free blooming, compact growth.
Tr. Pkt.....\$1.00 3 Pkts for.....\$2.50

Senator. Violet-blue with white throat.
Tr. Pkt....35c 1/4 oz.....75c 1 oz.....\$2.50

Senator, Dwarf. Extra dwarf Bright blue.
Tr. Pkt.....50c

Snow Bedder. (New.) Extra compact free-flower-
ing white. Tr. Pkt.....50c
1/4 oz.....\$1.50 1 oz.....\$5.00

Snow Queen. Dwarf, pure white. Tr. Pkt....25c
1/4 oz.....40c 1 oz.....\$1.50

Sunrise. (New.) Compact deep rose.
Tr. Pkt.....75c 1/16 oz.....\$1.50

Twinkles. Small flowered, bright rose, starred
white. Tr. Pkt.....25c
1/4 oz.....60c 1 oz.....\$2.00

Velvet Ball. (New.) Large flowered velvety crim-
son. Quite dwarf. Tr. Pkt.....75c
1/32 oz.....\$1.35 1/16 oz.....\$2.50

Violacea. Fairly dwarf rich violet-blue.
Tr. Pkt....25c 1/4 oz.....50c 1 oz.....\$1.75



A. B. C. Improved "Elk's Pride"
"The Purple Petunia Par Excellence"

DWARF HYBRIDAS (Nana Compacta)

Most widely used class for bedding, combination
boxes, and for attractive small pot plants. Our
list in this class is especially complete.

Admiral. Most attractive dwarf blue bedding
Petunia. Flowers are ruffled, adding greatly to
their distinctiveness. Tr. Pkt.....75c
1/32 oz.....\$1.75 1/16 oz.....\$3.00

Alderman. Clear deep violet-blue. Tr. Pkt....25c
1/4 oz.....60c 1 oz.....\$2.00

Blue Bedder. (Sutton's.) Deep shaded violet.
Tr. Pkt....25c 1/4 oz.....60c 1 oz.....\$2.00

Blue Bird Deep velvety blue.
Tr. Pkt....35c 1/4 oz.....75c 1 oz.....\$2.50

Celestial Rose. The most popular deep rose for
bedding. Tr. Pkt.....35c 1/8 oz.....75c
1/4 oz...\$1.25 1 oz...\$4.00 2 ozs...\$7.00

Celestial Rose Improved. (Originator's German
Strain); extra compact and true.
Tr. Pkt.....50c 1/8 oz.....\$1.50
1/4 oz.....\$2.75 1 oz.....\$10.00

Cockatoo. Violet-blue marked white.
Tr. Pkt.....35c 1/4 oz.....\$1.25

Cream Star. Dwarf bedding, unique in color and
form of flower; 12 in. rounded plants, covered
with flowers. Uniform. Tr. Pkt.....50c

Dwarf General Dodds. Strong crimson-red.
Tr. Pkt....35c 1/4 oz.....90c 1 oz.....\$3.00

Dwarf Hybrida Mixed. All colors. Tr. Pkt....25c
1/4 oz.....50c 1 oz.....\$1.75

Elf. Light or bluish-pink.
Tr. Pkt.....50c 1/16 oz.....\$1.00

Heavenly Blue. Medium to light silvery blue.
Tr. Pkt.....50c 1/8 oz.....90c
1/4 oz.....\$1.50 1 oz.....\$4.75

Howard's Star Dwarf. Deep crimson.
Tr. Pkts. only.....35c

King Henry. (New.) Rich velvety red; uniformly
extra dwarf and large flowered.
Tr. Pkt.....50c 1/32 oz.....\$1.25
1/16 oz.....\$2.25 1/8 oz.....\$4.00



Petunia Hybrida Nana "New Rosy Morn" Improved

"Petunias for Profit"

A. B. C. PETUNIAS

"BETSY ROSS"

The New Miniature Ruffled Petunia
(Illustrated in full color at right)

This color combination of red and white blooms with golden and dark red throats gives the individual plant, as well as a row of plants, a decidedly gay effect, particularly since the plants are so uniform and compact and so completely covered with ruffled blooms. In addition to being unsurpassed for bedding purposes, this new Petunia, due to its fine habit and free-flowering quality, is sure to become very popular as a pot plant.

Tr. Pkt.....50c 1/16 oz.....\$1.00 1/8 oz.....\$2.50

FRINGED GRANDIFLORA (Dwarf Erfurts)

Setting Sun. Brilliant rose fringed. Tr. Pkt.....50c
1/64 oz.....\$1.50 1/32 oz.....\$2.50
Colorado Sunset. Fringed bright rose-pink. Very even stock.
Tr. Pkt.....50c 1/64 oz.....\$1.50 1/32 oz.....\$2.50
Gaiety. Rose-pink and white. Tr. Pkt.....50c
1/64 oz.....\$1.25 1/32 oz.....\$2.00
Gottfried Michaelis. Rich amaranth-red.
Tr. Pkt.....50c 1/64 oz.....\$1.50
Pepita. Carmine and white. Tr. Pkt.....50c 1/64 oz.....\$1.35
Lace Veil. Fringed clear white. Tr. Pkt.....50c
1/64 oz.....\$1.50 1/32 oz.....\$2.50
Dwarf Erfurt Mixture. Our own mixture of all the above.
Tr. Pkt.....50c 1/64 oz.....\$1.25 1/32 oz.....\$2.00

BALCONIES

Strong spreading growth and fairly large flowers make the Balconies excellent for bedding and box use, except where compact growth is required.

Black Prince. Rich velvety crimson-red.

Carmine King. Rich coppery rose.

Venosa. Rich old rose, lilac shading. Rather dwarf.

Blue Star. Starred white on dark blue. Quite true.

Royal Purple. Bright royal purple shade.

Price on all above Balconies: Tr. Pkt....35c 1/16 oz....60c 1/8 oz....\$1.00

TALL HYBRIDAS

Regular tall Hybridas make a rather heavy rambling growth; some, as noted, are larger flowered than the dwarf Hybridas. Because of their extra vigor, this class is valuable for bedding under trying conditions.

White. Clear white. Tr. Pkt.....20c

1/4 oz.....30c Oz.....\$1.00

Blue Bee. Bright violet-blue. Tr. Pkt....35c

1/4 oz.....75c Oz.....\$2.50

Carmen Sylva. Violet with white throat.

Tr. Pkt...35c 1/4 oz...75c Oz...\$2.50

Countess of Ellsmere. Bright rose, white throat. Tr. Pkt.....15c

1/4 oz.....25c Oz.....75c

Flaming Velvet. Rich velvety red. Highly attractive color. Tr. Pkt.....25c

1/4 oz.....\$1.25 Oz.....\$4.00

VARIOUS TYPES

Martha Washington. Nicely ruffled; light pink with dark veined throat; extra compact. Award of Merit, All-America Selections. Highly commended, Royal Horticultural Society. Tr. Pkt...50c 1/32 oz...90c

General Dodds. Strong rose-red.

Tr. Pkt...25c 1/4 oz...40c Oz...\$1.50

Lord Courtenay. Fairly deep rose, golden throat. Tr. Pkt.....30c

1/4 oz.....50c Oz.....\$1.85

Howard's Star Improved. Tall velvety crimson, white star. Tr. Pkt.....35c

1/4 oz.....90c Oz.....\$3.00

Inimitable. Carmine-rose striped white.

Tr. Pkt...25c 1/4 oz...40c Oz...\$1.50

Topaz Rose. (New.) Deep brilliant rose, golden throat. Tr. Pkt.....35c

1/4 oz.....\$1.00 Oz.....\$3.75

Exquisite Mixture. A formula mixture, made up of all the above varieties. Tr. Pkt...25c

1/4 oz.....60c Oz.....\$2.00

Brilliant Rose Gem. Deep rose-pink flowers.

Tr. Pkt.....35c 1/8 oz.....\$1.00

Pink Gem. Light rose-pink. Same dwarf compact growth as above. Tr. Pkt.....35c

1/4 oz.....75c Oz.....\$2.75

PETUNIAS—DIENER'S ORIGINAL STRAINS

		1/64	1/32	1/16	1/8
	Tr. Pkt.	oz.	oz.	oz.	oz.
No. 1. Ruffled Monster. Pink	\$0.50
No. 2. Ruffled Monster. Flesh-Pink50
No. 5. Ruffled Monster. Dark Veined Red.....	.50	\$2.50	\$4.00	\$8.00	\$15.00
No. 8. Ruffled Monster. Mixed50	2.50	4.00	8.00	15.00
No. 9. Pearl of Kentfield. Flesh-Pink frilled.....	.50
No. 11. Diener's Semi-Dwarf. Blue.....	.25	...	3.00	6.00	12.00
No. 14. Pink Glory. Rose-Pink.....	.25	...	3.00	6.00	12.00
No. 16. White Beauty. Heavily Fringed.....	.25
No. 20. Mauve, Veined Royal Purple.....	.50
No. 22. Rose Color. An improved Rosy Morn.....	.25	...	3.00	6.00	12.00
No. 38. Double Ruffled Monster. Mixed.....	1.00	5.00	10.00	20.00	...
No. 41. Copper Red. A coppery red shade.....	.50
No. 42. Double Frilled. Mixed.....	1.00	5.00	10.00	20.00	...
No. 47. Ruffled Monster Jumbo. Mixed.....	1.00



New Miniature Ruffled Petunia "Betsy Ross"

Petunia, "Celestial Rose Improved" (Nana Compacta)

(Originator's German Strain)

This is a big improvement over that old favorite Rose of Heaven. Beautiful, rich, satiny, deep rose and unusually free blooming. This originator's strain comes practically 100 per cent true. Our customers have been highly pleased with this Originator's German Strain.

Tr. Pkt.....50c 1/4 oz.....\$2.75 Oz.....\$10.00

STANDARD BALCONIES

White, Crimson, Rose and Mixture.

Each above: Tr. Pkt...25c 1/4 oz...85c Oz...\$2.90

Blue. Tr. Pkt....35c 1/8 oz...85c 1/4 oz....\$1.60

Cornflower Blue. A mid-blue shade.

Tr. Pkt.....35c 1/8 oz.....80c 1/4 oz.....\$1.50

NANA COMPACTA

"VIOLET BLUE"

The grand color of this new Petunia, which is a rich violet with a bright blue cast, justifies its being classed as the most important addition yet to be developed in the Nana Compacta group. The plants are near perfect in their uniform, symmetrical and compact habit. A decidedly neat plant that will hold its fine habit throughout the season. Tr. Pkt.....35c
1/32 oz.....75c 1/8 oz.....\$1.25 1/4 oz.....\$2.00

"LADYBIRD"

Awarded Bronze Medal, All-America Council (1938)

The color of this new Petunia is outstanding—a bright carmine overlaid with scarlet. It is of low bushy growth, and with the small round flower it is especially suitable for use in the open. It is sturdy and able to withstand inclement weather. Planted in a sunny position, it will provide a wealth of bloom, and in combination with other colors it can be strikingly effective. Tr. Pkt.....75c

PETUNIA HYBRIDA

"HOLLYWOOD STAR"

A Desirable Garden Variety

Tr. Pkt....35c 1/8 oz....75c 1/4 oz....\$2.50

DWARF ANTIRRHINUM (Snapdragon)

"Malmaison Type"

"Malmaison" has been acclaimed the finest of all Antirrhinums for bedding. (Also desirable for cutting.) Free-flowering, erect and so sturdy that they stand up against almost any adverse weather conditions, these four—"Royal Rose," "Royal Cerise," "St. George" and "Guinea Gold"—are varieties which can be recommended without hesitation for all purposes to which Antirrhinums lend themselves.

"ST GEORGE"

The color of "St. George" is orange-cerise, but of a new shade, which makes it absolutely distinct from all other varieties. The spike is dense and the pips are placed closely together, making a perfect general and colorful effect. The individual flowers are large and compare very favorably with any known commercial variety.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

"ROYAL ROSE"

"Royal Rose" is truly a regal variety. The color is almost impossible to describe and must be seen to be appreciated, for even to say that it is the deepest and richest rose imaginable does not do it justice. There is apparent in every flower that quality of tone and velvet sheen that reminds one of the texture of the Rose. As with "St. George," the spike is dense, and the individual flowers placed closely together.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

"ROYAL CERISE"

Same type as "Royal Rose," but a beautiful cerise shade.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25

"GUINEA GOLD"

"Guinea Gold" is an ensemble of orange, gold and terra cotta, free-flowering, erect and sturdy, and truly a valuable addition to this type.

Tr. Pkt.....50c 3 Tr. Pkts.....\$1.25



New Dwarf Ageratum "Midget Blue"

AGERATUM "MIDGET BLUE"

(Awarded Silver Medal by All-America Council)

After many years of diligent selection there is a real satisfaction in being able to offer a very fine dwarf (2 to 3 inches high). Ageratum with delicate fine foliage, which is practically smothered with small true Ageratum Blue flowers.

This is really the first dwarf Ageratum that we have found that will come uniformly dwarf and true to color from seed.

Tr. Pkt.....35c 1/8 oz.....\$1.50 1/4 oz.....\$2.50

ACROCLINIUM "SENSATION GIANTS"

A florist flower **par excellence**—this new strain of Acroclinium produces flowers half again larger than any existing strain and grows six to eight inches taller.

Each flower is full double and will average a good three inches across. Its colors range from medium rose to light pink shades.

The additional height of these "Sensation Giants" give added length to the stout lateral stems, and make them an important florist cut flower. Many times a cluster of six to eight flowers are found on one stem, and closely resemble a Comet type Aster plant.

Acroclinium "Sensation Giants" is a hardy early blooming annual that is also highly recommended for the home gardener. Picked in the bud and hung out to dry, they will last indefinitely and can be a source of enjoyment during the winter months when few flowers are available.

Tr. Pkt.....25c 1/8 oz.....50c 1/4 oz.....85c Oz.....\$3.00



Antirrhinum (Snapdragon) "Malmaison"
Royal Rose



New Acroclinium "Sensation Giants"



Double Begonia "Coppery Gold"
COSMOS "IMPROVED SENSATION"
Introduced by A. B. C.

The Sensation type of Cosmos is today the favorite for cut-flower use, because of their immense size flowers, being over 4 to 5 inches in diameter and borne on strong stems 3 to 4 feet in length. The broad heavy fluted flower petals which slightly overlap give a very full single flower. Flowers are produced from 8 to 10 weeks after seed is sown. Since the introduction of "Sensation" a few years ago by A. B. C., this exceptionally early strain is recognized as the trade's outstanding Cosmos for cutting and garden decoration.

Pinkie. Beautiful pink. (Illustrated lower right.)

Purity. Pure white.

The Mixture.

Prices on all above—Tr. Pkt. 25c 1/4 oz. 45c Oz. \$1.50

Crimson Beauty. Choice crimson.

Tr. Pkt. 35c 1/4 oz. 60c Oz. \$2.00



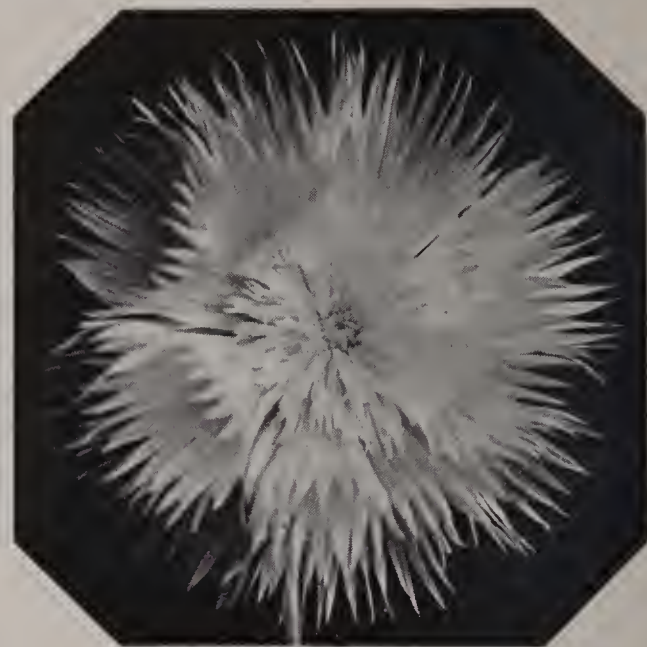
Carnation "Allwood's Hardy Cottage Strain"

**BEGONIA
 MULTIFLORA
 FL. PL.**

"COPPERY GOLD"

Many flowers are like tiny roses, which are nominally very effective when opening. The combination of colors is wonderful: the foundation of old gold or golden yellow merges into copper red or coppery salmon and is usually tinged with carmine. The seedlings produce about 80% doubles; they bloom profusely and uninterruptedly from July onwards until the frost comes.

Tr. Pkt. \$1.00



New Centaurea Imperialis
 "Lavender Beauty"

**CENTAUREA IMPERIALIS
 "LAVENDER BEAUTY"**

Flowers of a soft feathery texture, colored light lavender with a creamy white center—that is a fitting description of "Centaurea Lavender Beauty." Its flowers are larger than other Imperialis type Centaurea and reach a size of 3 to 3½ inches. Heavy lateral branches give excellent cut flower possibilities and this delicately beautiful color will soon be a great favorite. Tr. Pkt. 25c 1/8 oz. 50c 1/4 oz. 85c Oz. \$3.00

**NEW COSMOS
 "DOUBLE SENSATION MIXED"**

Here is an extra Early Sensation Cosmos in a beautiful new double form. Coming in colors of white, pink and crimson, this new double Cosmos is also similar to the single Sensation in height and other habit characteristics. Two forms of double flowers are found in this new Sensation group and both will average between 4½ and 5 inches across—the regular double crested and the newer and novel fluted types. Fine for cutting. Mixed colors.

Tr. Pkt. 35c 1/8 oz. \$1.60 1/4 oz. \$3.00

**CARNA-
 TION
 Allwood's
 Hardy
 Cottage
 Strain**

A completely new breed of hardy garden Carnations! A very fine race that will give the greatest satisfaction. With their good range of colors, absolute hardiness, and stocky habit of growth, they do not require staking. They commence to flower early and continue in bloom for a lengthy period. Exceptional for merchandising to the public for garden planting.

Tr. Pkt. 50c



Early Cosmos "Improved Sensation" Pinkie

DAHLIA "COLTNESS HYBRIDS"

A. B. C. Special Formula Mixed

For a number of years we have devoted a great deal of time and space in the trial ground to the development of a better strain of the Dahlia Coltness Hybrids. We now offer a superior strain with a greatly increased range of colors. Shades of Canary Yellow, Scarlet, Terra Cotta, Apricot, Crimson, Lavender-Pink, Purple, Maroon, Buff, Cream and White are some of the additions that we feel are particularly outstanding. Tr. Pkt.....25c 1/4 oz.....75c Oz.....\$2.50

New DIMORPHOTHECA SPECTABILIS

Spectabilis has a single daisy-like bloom about 2 inches in diameter. The color is deep pink with a shining black center. The habit is similar to other varieties of Dimorphotheca except that it grows somewhat taller. Stems 12 to 14 inches long are produced in abundance. (Sow early if wanted to bloom the first year.) Gardeners who experience difficulty in finding a sufficient variety of plants for hot dry places should welcome this new Dimorphotheca both for bedding and cutting purposes. Tr. Pkt.....25c 1/8 oz.....50c 1/4 oz.....85c Oz.....\$3.00

ANNUAL HOLLYHOCK "INDIAN SPRING"

Awarded Silver Medal, All-America Council

"Indian Spring" produces flowers of attractive bright rose and rosy carmine shades, of a size similar to the Single Perennial Hollyhock; however, seed sown in February will bloom freely in early August. "Indian Spring" attains a height of six feet or more, with flowering branches produced freely from about a foot from the soil. "Indian Spring" produces a compact pyramidal plant that is worthy of high recommendation. An excellent item to merchandise in small pots for garden planting. Tr. Pkt.....25c 1/8 oz.....50c 1/4 oz.....85c Oz.....\$3.00

IPOMOEAS

We believe that you will find a profitable sale for small pot plants of the various Ipomoeas offered, especially "Heavenly Blue." These plants could be used for setting out in the spring, as Ipomoeas do not transplant readily in any other way. Cash in on the advertising these will obtain during the coming season, and have the merchandise to satisfy the demand.

IPOMOEA "CRIMSON RAMBLER"

Very similar to "Scarlett O'Hara" but with white throat and heart-shaped leaves. This is a beautiful climber, but not suitable for window boxes as is "Scarlett." Tr. Pkt.....25c



Annual Hollyhock "Indian Spring"



Ipomoea "Heavenly Blue"

IPOMOEA "HEAVENLY BLUE"

(Clark's Early-Flowering Strain)

The beautiful sky blue of the Heavenly Blue Morning Glory is unquestionably one of the loveliest shades in any flower, a beautiful sky blue color which shades at the center to a golden throat. This variety is extremely early, makes a sparse growth of foliage and is heavily covered with flowers. These flowers are very large and of characteristic Morning Glory form, and although they close by noon, their "morning glory" cannot be equalled. Being a tender annual, seed should not be sown outdoors until late in spring, and then best results can be obtained by planting in a dry, sandy location where they will receive as little water as possible, and unless heavy foliage is required, no fertilizer should be used. Seed may be started early indoors, but if so, should be planted in individual pots, as Ipomoeas do not transplant readily.

Tr. Pkt.....15c Oz.....75c 1/4 lb.....\$2.25 lb.....\$8.00

IPOMOEA "SCARLETT O'HARA"

Awarded Gold Medal, All-America Selections, 1939— the First Gold Medal Winner in Two Years

"Scarlett O'Hara" is an entirely new color in a Morning Glory, a rich dark wine red, or deep rosy crimson. Few introductions in recent years have caused so much interest prior to the introduction and now that "Scarlett" is with us, we can say it warrants all that was expected earlier. Though the flowers are not as large as "Heavenly Blue," they are of good size, about 4 inches in diameter, and freely produced on fast-growing vines which start blooming within 65 days after seed is sown. The dark green foliage does not make a heavy growth.

Tr. Pkt.....25c 1/4 oz.....85c Oz.....\$3.00

IPOMOEA "CORNELL"

So named because it reproduces the colors of Cornell University, this Morning Glory has giant carnelian red flowers with a pure white border, the flowers measuring as much as 3 1/2 inches across. Resembles "Scarlett O'Hara" in color but has the contrasting white margin. Tr. Pkt.....15c 1/4 oz.....35c Oz.....\$1.25

IPOMOEA "ALAMO"

Or "Mile-a-Minute Vine"

The flowers are creamy white about 1 1/2 inches in diameter. Deep wine red at center. Remains in bloom practically all day. Tr. Pkt.....15c Oz.....25c 1/4 lb.....85c

MARIGOLD "ORBIT"

Dwarf French Scabious Flowered

Orbit grows to a height of 11 inches, is very free-flowering and the compact little plants are excellent for border and bedding purposes. Orbit's quilled center is colored a deep golden yellow, with a perfect background of reddish brown guard petals.

Tr. Pkt....25c 1/8 oz....75c 1/4 oz....\$1.25 Oz....\$4.00

SCABIOSA, IMPERIAL GIANTS

"BLUE MOON" (Bodger)

(Introducer's Description)

Although we hybridists may sometimes feel that the business of producing new flowers is just a routine day-after-day job, every once in a while we are buoyed up when we succeed in guiding a plant into hitherto unsuspecting and unimagined beauty. Such has been our experience during the development of a strikingly beautiful Scabiosa which we present herewith—Scabiosa Imperial Giants "Blue Moon." The flower form is as different from the existent Scabiosa varieties as Nasturtium Golden Gleam is different from the old singles, or the Dahlia Flowered Zinnia differs from old Zinnia types. Instead of a flower composed of a few rows of broad petals surmounted by a flat pincushion-like top of small petals, this new type has flowers composed entirely of broad, heavy, wavy petals, eliminating the pincushion center entirely. In other words, the flower is literally fully double. Because of this complete doubleness, the flowers are of course extremely large and deep, 2 3/4 inches across and 2 to 2 3/4 inches deep, about the shape of an old-fashioned beehive. The color is a rich deep lavender blue, a shade which maintains its effectiveness indoors or out. The plant type is just as great an improvement over the old as the flower itself. In its development we have followed the modern trend of streamlining for space-saving. Plants are extremely upright growing, tall, 42 to 48 inches in height as grown on our ranches and the long, heavy yet wiry stems hold the flowers proudly erect, completely eliminating the weak necks which are a fault of older types. "Blue Moon" is an ideal cutting type, because of the stem length, fully 27 inches even when field grown, and especially because the large beautifully shaped flowers are a luscious shade of deep lavender blue so hard to find in annual flowers.

Tr. Pkt.....50c 1/4 oz.....90c Oz.....\$2.50

Phlox Drummondii "A. B. C. Special Strain"

This much improved strain of Phlox is now in much favor for cut flowers and bedding. (See alphabetically arranged pages in this book for list and prices.)

VERBENA HYBRIDA

GRANDIFLORA

"FLAMINGO"

"Flamingo" is a mammoth flowered variety with a head of florets that is over 2 inches deep. Its vivid rose-pink color shows up to perfection on the large individual florets.

It has the semi-erect grandiflora habit and is a heavy producer of long stems and large flowers. Ten to twelve stems are found on each plant and each carry two, three and four flowers.

We recommend "Flamingo" as a splendid bedding annual with a long flowering season and a hardy, robust habit. It is also a desirable cut flower that will give much pleasure for table decoration.

Tr. Pkt.....50c 1/4 oz.....\$1.00
1/2 oz.....\$1.85 Oz.....\$3.50



New Scabiosa "Blue Moon"
Exceptional for Cutting



New Verbena "Flamingo"

MARIGOLD A. B. C. IMPROVED HARMONY

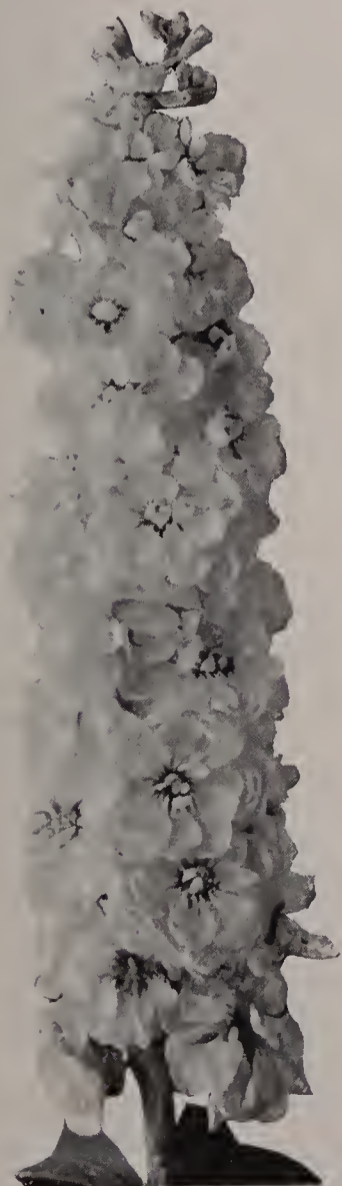
A remarkable break in the dwarf French section of Marigold, which differs from all existing forms in its habit and the shape and coloring of its flowers, the latter, almost suggesting those of a Scabiosa, are of a bright golden-yellow, bordered with rich maroon-red, a most striking and effective combination of tints. The plants being about 12 inches high and of very bushy habit, form excellent material for cutting and bedding. We consider this a most important, new introduction in the Marigold family. Tr. Pkt.....**25c**
 1/4 oz.....**35c** Oz.....**\$1.00** 1/4 lb.....**\$2.50**

MARIGOLD "FERDINAND" French Tall Single Harmony Type (Bodger)

Saucy, sprightly and colorful, Ferdinand is one of the gayest of our new flowers. Unlike its companions in our new Harmony Type group, Ferdinand is single flowered with a neat round, crested center of dainty tubular florets in an arresting shade of golden yellow surrounded by a single row of broad, mahogany-red guard petals. While the flowers are of only medium size, 1 1/2 to 1 3/4 inches in diameter, they are extremely showy and attractive. The plants are tall growing, 20 to 24 inches, with an upright, semi-compact, yet full foliated growth habit. Stems are well over a foot in length, making Ferdinand a fine new cut flower subject as well as an attractive and showy garden plant. Like all of the Harmony Type Marigolds, Ferdinand is early blooming, commencing to flower within three months after the seed is sown, and does not have the strong Marigold odor. Tr. Pkt.....**50c** 1/8 oz.....**75c** 1/4 oz.....**\$1.35** Oz.....**\$5.00**

PRIMULA OBCONICA "PORTLAND BEAUTY" Double-Flowering

A double flowering Primula Obconica has been long sought for by plant specialists and we are glad to say that such has now been accomplished by an American grower, Ernst Eriksson of Riverside, Ill., and J. Sylvester of Oconto, Wis., both high class pot plant growers, tell us that this new Primula has a great future. Shades of dark pink, lavender-pink, and rose-pink mixed. Tr. Pkt. (About 500 seeds).....**\$1.50**



New Column Stock "Gardenia"

A. B. C. "GARDENIA"

New Double White Column Stock

This new Stock is as lovely as the exotic Gardenia from which is borrows its name—a great achievement of the plant breeder's efforts. With magnificent spikes, superbly formed and composed of florets 2 to 2 1/4-in. in diameter, this remarkable new giant Column Stock is indeed the last word in perfection for its class. Its shimmering, glistening white flowers are the purest snow white of any Stock variety yet introduced. Producing only one flower spike to a plant, the spike will however be of enormous size, 12 to 15 inches of florets and nearly 3 feet in length, and 4 or even 4 1/2 inches in depth, with the individual florets closely and compactly placed on the stem. The robust habit and uniformity of type combined with a high percentage of doubles places "Gardenia" definitely in a class by itself with no peer among the finer flowers for the high-class florists' trade

Tr. Pkt.....**\$1.25** 1/8 oz.....**\$2.50**
 1/4 oz.....**\$4.50** 1/2 oz.....**\$8.00**
 Oz.**\$15.00**



A Leader in the Dwarf Marigold Family
A. B. C. "Improved Harmony"

NIEREMBERGIA COERULEA (Hippomanica)

With the possible exception of Zinnia Linearis, it will outbloom any flower. It starts flowering when the plants are only about 2 inches tall, that is about 15 weeks after the seed is sown, and keeps on right up until the heavy frosts of late fall. It is at all times neat and tidy looking, the young flowers coming and covering the older flowers and seed pods. The lovely lavender-blue shade, heightened by a touch of yellow in the center, is most charming. Plants are definitely dwarf, compact—streamlined, if you will—and not over 5 or 6 inches tall, and with a spread of only 8 to 10 inches. Foliage is light gray green, very inconspicuous, and there are literally dozens of flowers in bloom at a time throughout the summer. As an edging plant, for the border along a walk, or to outline beds of larger flowers, it has no equal, while for use in the rockery it is unexcelled, and is extremely lovely in a window box or in flower pots. It is a half hardy perennial which will winter over if given some protection. In the southern warmer sections, no protection will be necessary. The plants should be cut back at the end of the season and will send out fresh growth in the spring.

Tr. Pkt.....**50c** 1/16 oz.....**\$3.00** 1/8 oz.....**\$5.50**



Nierembergia Coerulea (Hippomanica)



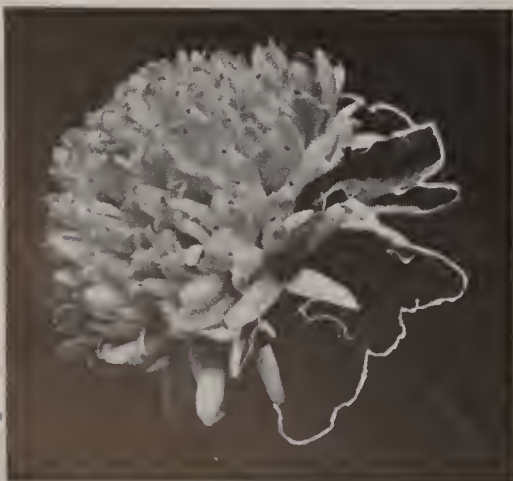
Marigold, Gigantea "Orange Sunset"

MARIGOLD, HARMONY TYPE, FRENCH DWARF DOUBLE "SPOTLIGHT"

(Bodger)

A striking, very showy companion to the popular Harmony Marigold, Spotlight takes its place on the Marigold roll of honor. The plants are about 12 inches to 14 inches high, very compact, extremely free blooming and unusually early, commencing to flower in early June, at least two weeks earlier than ordinary French varieties. The gay, brilliantly colored flowers are of medium size, about 1 3/4 inches in diameter, are borne well above the foliage, and do not have the strong Marigold odor. They have the characteristic Harmony flower formation, Scabiosa-like, with crested centers of dainty tubular petals in a bright, lively yellow shade which contrasts strikingly with the broad, velvety dark mahogany-red guard petals. Tr. Pkt....25c 1/8 oz....75c 1/4 oz....\$1.35 Oz....\$5.00

MARIGOLD, TALL DOUBLE FRENCH "WINTER HARMONY"



New Marigold
"Winter Harmony"
(For Greenhouse Culture)

"Marigold Winter Harmony" is an entirely new type for winter flowering in the greenhouse. It is of the quilled scabious type with a single row of reddish brown guard petals, encircling a golden orange quilled center—with mahogany brown dots on the tip of each quilled petal.

"Winter Harmony" makes a uniform growth of three feet in our field and produces 100% double 2 1/2 -inch flowers. We believe it is destined to replace Lieb's, as the flowers are larger and of the new and popular harmony type.

Tr. Pkt.....25c 1/8 oz.....50c
1/4 oz.....75c Oz.....\$2.50

MARIGOLD, GIGANTEA "ORANGE SUNSET"

Like its parent variety, Sunset Giants, Marigold Orange Sunset has flowers that are loosely formed, very full centered, with broad, heavy, wavy petals which gracefully overlap to make a flower ideal not only for garden decoration but for cut flower use as well. The color is a deep, rich, lively orange, one of the most admired shades found in the Sunset Giants Mixture. The plants are strong growing, upright branching in habit, usually about 3 feet tall, producing a heavy growth of foliage, and with 6 to 8 heavy branches, each bearing 3 to 6 large flowers. Blooming commences about the first of August in most sections of the country, in late June in the southern states, and flowers can be depended on well before frost in any latitude. Orange Sunset has been tested and found to be a fine forcer in the greenhouse, and will come over 65 percent double.

Tr. Pkt.....25c 1/8 oz.....40c 1/4 oz.....75c Oz.....\$2.50

NEW MARIGOLD, HARMONY TYPE FRENCH DWARF DOUBLE "HARMONY HYBRIDS"

(Bodger)

The compact plants are 12 inches to 14 inches in height, 100% All-Double, and flowering commences about two and a half months after seed sowing—one of the earliest of all Marigolds. The neat, dwarf, compact habit of the Hybrids, combined with the extremely early, free-flowering character of the plants make this new dwarf Harmony Hybrids one of the outstanding introductions of the season. Flowers are of medium size, rather large for the French type, averaging 1 3/4 inches in diameter and do not have the strong Marigold odor. The color range includes the popular Harmony, our new Spotlight, a lovely golden orange shade, a distinct golden yellow and innumerable blotched and striped combinations of golden orange with maroon, and various shades of golden and lemon yellow with the contrasting dark maroon. All the flowers have the familiar crested center flanked by several rows of broad guard petals. As a showy garden subject, Harmony Hybrids take first honors and will undoubtedly supersede all other dwarf French types.

Tr. Pkt.....25c 1/4 oz.....\$1.00 Oz.....\$3.50



New Marigold, French Dwarf Double
"Harmony Hybrids"



A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS



Dianthus Delight

DIANTHUS (Continued)

DIANTHUS BARBATUS (Sweet William)

There is always a good demand for these beautiful free-flowering old-fashioned favorites.

SINGLE	Tr. Pkt.	Oz.
Holborn Glory. Large-flowering auricula-eyed. Mixed colors	\$0.20	\$1.20
Newport Pink. Salmony rose or Watermelon pink.....		
.....(1/4 lb., \$2.25)	.15	.60
Purple Beauty. Deep purple.....	.15	.65
Scarlet Beauty. Intense bright scarlet.....(1/4 lb., \$2.50)	.15	.85
Diadem. Crimson with a large white eye.....	.15	.50
White20	1.20
Velvety Maroon15	.50
Mixed15	.50
Double-Flowering Mixed35	2.00
Midget Single Mixed. Lovely compact plants 6 inches tall in a wide range of colors.....(1/4 lb., \$10.00)	.35	3.00
Midget Double Mixed25	1.80

DICTAMNUS (Gas Plant)

	Tr. Pkt.	Oz.
Fraxinella. A very showy hardy perennial forming a bush about 2 1/2 feet in height. Has fragrant foliage and spikes of rosy pink flowers during June and July. Seed somewhat slow in germinating.....	\$0.25	\$1.40
Fraxinella Alba. Pure white flowers.....	.25	1.50

DIGITALIS (Foxglove)

The Foxglove must be included in all collections of hardy plants.

	Tr. Pkt.	Oz.
Giant Shirley Mixed. A greatly improved strain of unusually strong, vigorous growth. Enormous spikes 3 to 5 feet in length set with very large flowers.....	\$0.15	\$0.50
Monstrosa (Mammoth Foxglove). Mixed.....	.15	.60

GLOXINIAEFLORA

Purple15	.50
Rose15	.50
White15	.50
Light Yellow15	.80
Mixed15	.40

DORONICUM (Leopard's Bane)

Caucasicum Magnificum. Large, deep golden yellow daisy-like blooms in the spring. Splendid for garden display and for cutting. Tr. Pkt.....50c 1/16 oz.....\$1.00

ECHINOPS (Globe Thistle)

Ritro. Striking hardy perennial plants with silvery thistle-like foliage and steel blue flowers. Tr. Pkt.....10c Oz.....30c

ERIGERON (Fleabane)

Speciosus Grandiflorus. Showy, large, daisy-like blooms of a rich purple color. Flowers continuously from May to October. Grows 2 1/2 feet high. Tr. Pkt.....25c Oz.....\$1.60

ERYNGIUM (Sea Holly)

Amethystinum. Thistle-like heads composed of amethystine blue flowers. Tr. Pkt.....25c Oz.....\$1.80

EUPATORIUM (Mistflower, Thoroughwort)

Fraseri. Dense clusters of white flowers.....\$0.15 \$0.80

FEVERFEW (See Matricaria)

FORGET-ME-NOT (See Myosotis)

GAILLARDIA

The Dazzler. The flowers are very large, of dark, rich red with a bright orange tip on the end of each petal, making it a very attractive flower for florists.....(1/4 oz., 40c) \$0.25 \$1.40

Portola Hybrids. Plants of strong, vigorous, upright habit, 2 1/2 to 3 feet high. Heavy, leathery, glaucous foliage. The long flower stems, straight and strong, hold the massive yellow and red flowers erect.....(1/4 oz., 50c) .25 1.40

GRANDIFLORA

Burgundy. Lovely wine red flowers on long stems.....(1/4 oz., 60c) .25 1.80

Tangerine. Large tangerine colored flowers; compact growth25 | 1.60 || **Superb Mixed.** Splendid combinations of crimson and gold in great variety.....(1/4 lb., \$1.50) | .15 | .50 |
| **Compacta, Mixed.** A compact variety forming bushy plants 12 to 15 inches high, and bearing long-stemmed flowers well above the foliage..... | .20 | .75 |

GENTIANA (Blue Gentian)

Acaulis. Dwarf, hardy perennial. Deep blue flowers. Tr. Pkt.....25c 1/4 oz.....60c

GERBERA

Excellent for pots or cutflowers. (Greenhouse perennial).

Jamesoni. Mixed Hybrids. 100 seeds.....40c 1000 seeds.....\$3.00

GEUM (Avens)

Coccineum Atrosanguineum fl. pl. Beautiful, hardy perennial bearing profusely large, showy, orange-red flowers. Tr. Pkt...25c Oz...\$1.80

Mrs. Bradshaw. Large, double glowing red. Tr. Pkt.....25c Oz.....\$1.60

Lady Stratheden. Large double flowers of rich golden yellow. Tr. Pkt.....25c Oz.....\$1.60

GYPSOPHILA (Baby's Breath)

Paniculata (Baby's Breath). The fine mist-like flowers are much used in bouquets.....(1/4 lb., \$1.00) \$0.10 \$0.30

Paniculata fl. pl. Double flowering. The original type and one of the best perennials in the list for cutting..... .35 | 2.80 || **Pacifica.** Small pink blooms borne profusely after the paniculata varieties are past..... | .25 | 2.40 |
| **Repens.** An elegant, hardy, trailing plant for the rockery, with clouds of small white flowers in July and August | .25 | 1.40 |
| **Repens Rosea.** Of the same neat habit as the above but with pale rose blooms..... | .25 | 1.80 |

HELENIUM (Helen's Flower)

Strong-growing, hardy perennials, giving an enormous crop of flowers in late summer.

Autumnale Superbum. Golden-yellow flowers; 5 to 6 feet. Tr. Pkt.....25c Oz.....\$3.20

Riverton Gem. Flowers open as old gold and terra cotta changing to wallflower red. 3 1/2 feet. Tr. Pkt.....35c Oz.....\$3.00

Riverton Beauty. Lemon-yellow with large purplish black cone. 4 feet. Tr. Pkt.....50c

HELIANTHEMUM (Rock, Sun Rose)

Mutabile. Exceedingly pretty, low-growing, evergreen plants forming broad clumps which, during their flowering season, July to September, are quite hidden by a mass of bloom. Choice mixed varieties.

Newgold Grandiflora. Deep golden yellow flowers. Run 85% double Tr. Pkt.....15c Oz.....80c

A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

HELIANTHUS (Hardy Sunflower)

Harvest Moon (Laetiflorus). Flowers semi-double with three rows of petals long and incurved, on stiff stems and of a rich yellow color. 1/4 oz., 60c) Tr. Pkt.....25c
Maximianus. Early flowering yellow. Tr. Pkt.....25c Oz.....\$1.80
Perennial varieties mixed. Tr. Pkt.....25c Oz.....\$2.00

HELIOPSIS (Sunflower)

Scabra Zinniaeflora. Large deep yellow flowers. Tr. Pkt.....25c Oz.....\$1.40

HESPERIS (Sweet Rocket)

Red. Tr. Pkt.....10c Oz.....20c

HEUCHERA (Coral Bells)

Sanguinea. One of the finest hardy perennials. The flowers are rich, bright, coral red. The leaves are light green and slightly hairy. Excellent for cutting; 30 inches. Tr. Pkt.....50c 1/8 oz.....75c 1/4 oz.....\$1.25 Oz.....\$4.00

HIBISCUS (Mallow Marvels)

A wonderfully improved form of our native Marshmallow in which flowers of enormous size, frequently 10 to 12 inches in diameter, have been developed. Our colors are saved from segregated plants and will come true.

HIBISCUS (Mallow Marvels)

	Tr. Pkt.	Oz.	1/4 lb.
White, Crimson Eye	\$0.15	\$0.60	\$2.00
Red15	.60	2.00
Rose15	.60	2.00
Mixed15	.50	1.50

HOLLYHOCK (Althaea Rosea)

Imperator (New). Very large, double blooms with elegantly and deeply fringed outer petals and a very double crested rosette in the center. Includes many charming color combinations of choice, delicate tints. Tr. Pkt.....25c 1/4 oz.....50c Oz.....\$1.60
Triumph (New). Of branching habit, 4 to 5 feet tall. Blooms 10 days earlier than others. Has very double flowers composed of attractively waved and fringed petals. Many splendid and rich colors. Tr. Pkt.....40c Oz.....\$2.00

CHATER'S CHOICE DOUBLE STRAINS

	Tr. Pkt.	Oz.	1/4 lb.
Bright Rose			
Red			
Maroon			
Newport Pink			
Salmon-Rose			
White			
Yellow			
Any of the above.....	\$0.30	\$1.25	\$4.00
Double Mixed25	1.00	3.50
Single Mixed (Allegheny Types) . All colors.....	.15	.50	1.50

HONESTY (See Lunaria)



Lilium Tenuifolium

IBERIS (Hardy Candytuft)

Gibraltarica Hybrida. Lilac shading to white. 12 inches high. Tr. Pkt.....15c Oz.....80c
Sempervirens. The popular hardy white variety. Tr. Pkt.....25c Oz.....\$1.60

INCARVILLEA (Hardy Gloxinia)

Delavayi. A showy plant for the hardy border, producing large Gloxinia-like rose-colored flowers on 15 to 18-inch high stems, during June and July. Should be well protected with leaves or litter during the winter. Tr. Pkt.....35c Oz.....\$3.00

LATHYRUS (Hardy Sweet Pea)

Showy, free-flowering, hardy perennial climbers for covering old stumps, fences, etc. Continually in bloom, fine for cutting.

	Tr. Pkt.	Oz.	1/4 lb.
Latifolius "White Pearl" The finest white.....	\$0.15	\$0.50	\$1.75
Pink Beauty . Rosy pink.....	.15	.40	1.40
Red . Rosy red.....	.15	.40	1.40
Mixed10	.30	1.00

LEPTOSYNE

Stillmanii. Golden yellow, fine for cutting. Tr. Pkt....15c Oz....75c

LIATRIS (Blazing Star, Gay Feather)

Pycnostachya. Most showy and attractive with its long spikes of rosy purple flowers from July to September; 5 feet. Tr. Pkt.....25c 1/4 oz.....70c Oz.....\$2.40
Scariosa. Deep purple flowers on graceful stems 3 to 4 feet high. Tr. Pkt.35c

LILIUM

Longiflorum Praecox "White Queen." The cult of the Liliun family has experienced an immense impetus of recent years, and we are pleased to be able to supply this beautiful Lily, which, with its long snowy-white pendant flowers is remarkable for the celerity with which it can be raised from seed. The plants begin to bloom well within 12 months from the time of sowing. The flowers are of exquisite form and very freely produced. This new Lily has proved itself an excellent market plant. It received an Award of Merit from the Royal Horticultural Society in 1932. Tr. Pkt.....\$1.00 Oz.....\$12.00
Philippinese Formosanum (Selected Pure White Strain). A truly remarkable Lily with umbels of large, white, long-trumpet-shape flowers, like an Easter Lily. Will bloom in 6 to 8 months from the time seeds are sown. Very fragrant. 2 to 3 feet. Tr. Pkt.....35c Oz.....\$3.20
Regale. This wonderful Lily is easily grown from seed, flowering the second season. Tr. Pkt.....15c Oz.....40c 1/4 lb.....\$1.50
Tenuifolium (Coral Lily). Bears in profusion medium-sized flowers of perfect form and of dazzling coral red. Excellent for the rock garden or for forcing; 1 to 2 feet; May. Perfectly hardy. Tr. Pkt.....15c Oz.....60c

LINARIA

Cymbalaria (Kenilworth Ivy or Mother of Thousands). Lavender and purple. A charming, neat, hardy perennial trailing plant. Tr. Pkt.....25c Oz.....\$1.40

LINUM (Flax)

Perenne (Blue Flax). A desirable plant for the border or rockery. Light graceful foliage and large blue flowers all summer long. Grows 18 inches high. Tr. Pkt.....10c Oz.....30c
Flavum. Yellow, June-Sept.; 2 feet. Tr. Pkt.....35c 1/4 oz.....50c

LOBELIA

Cardinalis (Cardinal Flower). Brilliant scarlet blooms. Tr. Pkt.....25c Oz.....\$3.00
Syphilitica. Attractive blue spikes. Tr. Pkt.....25c 1/4 oz.....85c

A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

LUNARIA (*Honesty, Moonwort*)

A very showy biennial grown primarily for the glistening silvery membrane of its seed pods which are splendid for winter bouquets. May be grown as an annual if sown early in the year. Produces attractive blooms which are splendid for cutting.

	Tr. Pkt.	Oz.
Biennis Alba. White flowered.....	\$0.15	\$0.40
Biennis. Lilac purple flowers. Silvery pod.....	.15	.40
Mixed15	.40

LUPINUS (*Polyphyllus*)

	Tr. Pkt.	Oz.
Salmon Queen. A beautiful strain of salmon shades.....	\$0.25	\$1.20
Blue15	.80
Luteus. Yellow shades.....	.15	.80
Lavender Queen. Lavender, tinted pink.....	.15	.80
Roseus. Soft pink.....	.15	.50
White10	.30
Mixed. All colors.....	.15	.80

Russell Lupins (Miracle Flowers). Extraordinary colors; many new shades never before seen in Lupins; self blues, pinks, reds, yellows, maroon, purples; bi-colors such as violet and white, blue and yellow, red and bronze, red and white, yellow and orange, pink and white, and others; the standard is one color, the keel another. Individual flowers above average size, upright standards of some being an inch across. The flower spike resembles a closely set, well rounded column of Sweet Peas. All flowers on spike open at one time from top to bottom. Requires a well drained location and thrives in cool climate.

Tr. Pkt.....	75c	1/4 oz.....	\$1.40	Oz.....	\$5.00
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LYCHNIS (*Rose Campion, Maltese Cross*)

	Tr. Pkt.	Oz.
Chalcedonica. Fine scarlet flowers; 2 feet. (1/4 lb., \$1.25)	\$0.15	\$0.40
Haageana, Hybrids. Brilliant orange, scarlet, crimson, etc., in mixtures; 1 foot.....	.25	1.40
Arkwrighti. New large flowering variety, various colors.	.25	1.40
Viscaria Splendens. Bright rose-red. Very showy; 1 foot	.15	1.00

LYTHRUM (*Loose-Strife*)

Roseum Superbum. Fine, hardy perennial, rosy pink flowers from July to September. Tr. Pkt.....15c Oz.....80c

MATRICARIA (*Feverfew*)

Capensis "Snowball." Double White. Tr. Pkt....	.25c	Oz....	\$1.80
Golden Ball. Tr. Pkt.....	.25c	Oz.....	\$1.80

Matricaria Double Select (Ball's Double White). This is the only fully double flowering pure white strain of feverfew from seed.

Tr. Pkt.	35c	1/8 oz.....	\$1.00	Oz.....	\$6.00
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MYOSOTIS (*Forget-Me-Not*)

Oblongata, Blue Bird. Large deep blue, flowers 3 to 4 months after sowing. Also splendid for growing indoors during the winter.

Tr. Pkt.....	35c	1/4 oz.....	85c	Oz.....	\$2.85
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Ruth Fisher. Neat and compact habit, and the lovely blue flowers shoot up strongly over the glossy dark green foliage, 10 in.

Tr. Pkt.....	50c	1/16 oz.....	\$1.00
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Susanne. (Winter Flowering.) Bright blue. Best variety for cut flowers and pots, ideal for St. Valentine Day bloom. Start seed in May and keep shifted. Will come into flower naturally for February.

Tr. Pkt.....	50c	6 Tr. Pkts.....	\$2.50
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ALPESTRIS

	Tr. Pkt.	Oz.
Royal Blue. Rich indigo blue.....(1/4 oz., 40c)	\$0.15	\$1.40
Rosea. Rose color.....	.15	.80
Victoria. Azure blue; very fine.....	.25	2.00
Messidor. Rich blue.....	.25	1.80
Blue15	.50
Mixed15	.50

MISCELLANEOUS

Dissitiflora Perfection. Large clear blue. Early flowering.

Tr. Pkt.....	35c	Oz.....	\$4.00
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Palustris Semperflorens. The popular ever-blooming variety. Clear blue flowers in sprays. Tr. Pkt....25c 1/4 oz....50c Oz....\$1.75



Physalis Franchetti Gigantea

OENOTHERA (*Evening Primrose*)

Missouriensis (Macrocarpa). A splendid hardy perennial for an exposed sunny position either in the border or the rockery. Large yellow flowers, frequently 5 inches in diameter, produced freely from June until August. 12 inches. Tr. Pkt.....25c Oz.....\$2.20

PENTSTEMON (*Beard Tongue*)

	Tr. Pkt.	Oz.
Digitalis. White tinted violet, 36 in.....(1/4 oz., 50c)	\$0.25	\$1.80
Heterophyllus. Blue gem flowers, bright gentian blue shaded with light violet. June to August, 14-18 in.(1/4 oz., 60c)	.25	2.00
Glaber. Blue, 36 in.....(1/4 oz., 50c)	.25	1.80
Grandiflorus. Lavender-blue, 3 ft.....(1/4 oz., 70c)	.25	2.40
Pubescens. Violet purple, lips white, 18 in....(1/4 oz., 80c)	.25	2.80

PHLOX

Decussata, Mixed. Seed saved from a fine collection of named sorts. Tr. Pkt.....25c 1/4 oz.....40c Oz.....\$1.40

PHYSALIS (*Chinese Lantern Plant*)

Francheti. An ornamental variety of the Winter Cherry, forming dense bushes about 2 feet high. Bears a profusion of bright orange-scarlet lantern-like fruits which can be cut and dried, in which shape they are used extensively for floral decorations during the winter.

Tr. Pkt.....	15c	Oz.....	60c
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Franchetti Gigantea. A most outstanding introduction which we recommend to our customers with every confidence. The attractive orange-scarlet balloon seed pods are of the same color as the well-known Franchetti, but are twice as large. We are certain this new form will find favor with all who like this fine winter decorative plant.

Tr. Pkt.	35c
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PHYSOSTEGIA (*False Dragon Head*)

Virginica. One of the prettiest hardy perennials. It forms dense bushes, 3 to 4 feet high, bearing freely during the summer months spikes of delicate pink tubular flowers not unlike a gigantic heather.

Tr. Pkt.....	25c	Oz.....	\$1.40
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	Tr. Pkt.	Oz.
Virginia Alba. White flowers, 36 in.....(1/4 oz., 40c)	\$0.25	\$1.40
Gigantea. Lilac rose, 4 ft.....(1/4 oz., 60c)	.35	2.00
Compacta. Dwarf rose.....(1/4 oz., 50c)	.25	1.80

A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS

PLATYCODON (Japanese Bellflower)

Tr. Pkt. Oz.

Grandiflorum. Large steel blue flowers.....\$0.25 \$1.00
Grandiflorum Album. Pure white variety..... .25 1.00

POLEMONIUM (Jacob's Ladder)

Coeruleum. Popular hardy perennial with bell-shaped bluish purple flowers nearly 1 inch across; 2 feet; May to July.
 Tr. Pkt.....15c Oz.....50c

POLYANTHUS (See Primula Veris)

POPPIES (Papaver Nudicaule)

ICELAND POPPY

Desirable for greenhouse forcing. Sow seed in January. Also succeed well outdoors.

El Monte. A new variety of California introduction. Large flowers of deep tangerine orange. Strong wiry stems, making an excellent cut flower. Tr. Pkt.....25c ¼ oz.....50c Oz.....\$1.80

Sanford's Giant Strain. A new giant strain with blooms measuring up to 5 inches in diameter, carried on stems 2 feet long. Contains many lovely colors. Tr. Pkt....25c ¼ oz....65c Oz....\$2.00

The Empress. Truly queen of the Iceland family. Distinct from all other strains, it is remarkable, first, for flower form—large, full, well formed flowers, with broad overlapping petals deeply fluted or wrinkled, giving an effect almost of doubleness, an illusion which is most delightful. Secondly, the color range is unique lovely shades of salmon rose and creamy pinks never before seen in Nudicaule Poppies, fascinating tones to intrigue the imagination. The flowers are carried on good strong stems, which make them fine for cutting.
 Tr. Pkt.....25c Oz.....\$2.00

The Emperor. Without a doubt the best orange Iceland Poppy available, the same type as The Empress, with extremely large fluted petaled flowers, many with an extra row of petals. The color is remarkably true, the same shade as our El Monte, deep tangerine orange, but the flowers are larger, and are borne on very long strong stems. We highly recommend The Emperor. Tr. Pkt....25c Oz....\$2.00

Red Cardinal. The closest approach to that much-sought-after color in an Iceland Poppy, crimson scarlet. This novelty is as large-flowered as other Nudicaule sorts, and its intensity of color makes it a welcome addition to Iceland Poppies. Tr. Pkt.....50c

PAPAVER ORIENTALE (Oriental Poppy)

Tr. Pkt. Oz.

Oriente. Scarlet\$0.15 \$0.80
Brilliant. Brilliant fiery red..... .25 1.80
Beauty of Livermore. Dark ox blood..... .25 2.40
Mahoney. Maroon crimson..... .35 3.20
Mrs. Perry. Salmon rose.....(¼ oz., \$1.20) .35 ...



Iceland Poppy "El Monte"

PRIMULAS (Hardy Primrose)

Auricula. Choice mixed. Tr. Pkt...50c ¼ oz...\$1.75 Oz...\$6.00
Japonica (Japanese Primrose). Bright flowers borne in whorls on stems 6 to 9 inches long; mixed colors. Tr. Pkt....50c ¼ oz....\$1.00
Vulgaris (English Primrose). Canary yellow, fragrant.
 Tr. Pkt.....50c Oz.....\$3.50

VERIS (Polyanthus)

Blackmore & Langdon's Superb Strain. Awarded R.H.S. Silver Flora Medal. We consider this an excellent giant strain for those desiring the finest in the polyanthus group. Tr. Pkt.....\$1.00

PRIMULA VERIS KLEYNII

It has heavy stems. Average length 8 to 12 inches, carrying immense heads of 15 to 25 florets, each floret 1 in. to 1½ in. in diameter. Rich golden yellow shaded apricot towards center. Plants average 6 flower spikes each, perfectly hardy outside anywhere in the U. S. A. Plants forced in winter can be divided up and planted out in April. These develop strong plants for the hardy border, rockery, or for forcing the following winter. Large heavy leaves. 100 seeds.....40c
 250 seeds.....85c 1000 seeds.....\$3.00

PUERARIA (Japanese Kudzu Vine)

Thunbergiana. The fastest growing hardy climbing plant. It will grow 8 to 10 feet the first year from seed.

Tr. Pkt.....10c Oz.....30c Lb.....\$3.00

PYRETHRUM HYBRIDUM (Persian Daisy)

Tr. Pkt. Oz.

Roseum, Rose. Bright rose color.....\$0.35 \$2.80
James Kelway. Rich deep scarlet. (Varies)..... .35 2.80
Grandiflorum. Single, large flowering. Mixed..... .50 3.20
Double Mixed. Extra select strain..... .50 4.00

ROSEMARY (Rosmarinus)

Officinalis. An old favorite aromatic herb with delightfully fragrant, light blue flowers.

Tr. Pkt.....20c Oz.....\$1.00

RUDBECKIA (Cone-Flower)

Newmani. Dark orange-yellow flowers with deep purple cone borne on stiff, wiry stems. 3 feet high. Flowers from July to September. Tr. Pkt.....25c Oz.....\$1.40

Purpurea (Giant Purple Cone-Flower). Flowers about 4 inches across, of a peculiar reddish purple with a remarkably large cone-shaped center of brown. Forms bushy plants 3 feet high and blooms from July to October. Tr. Pkt.....25c Oz.....\$1.40

SALVIA (Sage)

Azurea Grandiflora. A hardy perennial variety producing during August and September spikes of pretty sky-blue flowers in great profusion; 3 to 4 feet. Tr. Pkt.....25c Oz.....\$1.80

SAPONARIA (Soapwort)

Ocymoides. A very useful, hardy plant for the rockery or the border, producing from May to August masses of attractive small bright rose flowers; 8 inches. Tr. Pkt.....15c Oz.....60c

SCABIOSA

Caucasica (Blue Bonnet). Valuable for cutting, as the blooms last a long time in water. Color soft lavender-blue; 3 feet.

Tr. Pkt.....25c Oz.....\$2.20

Caucasica Isaac House Giant Hybrids. A great improvement over Caucasica. Colors from light to darkest blue, but delicate lilac and mauve shades predominate. Tr. Pkt.....35c Oz.....\$2.80

Columbaria Pink. Beautiful soft pink flowers 2 to 2½ inches across. Tr. Pkt.....25c Oz.....\$2.00

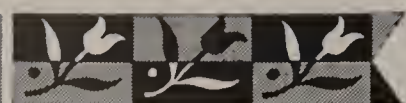
Japonica. Bushy plants, 2½ feet in height, and beautiful lavender-blue flowers. Tr. Pkt.....15c Oz.....50c

SEDUM (Stonecrop)

Acre. The well known yellow variety. Useful in the rock garden. Tr. Pkt.....25c ¼ oz.....70c

SILENE (Catchfly)

Attractive, profusely blooming perennials. Tr. Pkt. Oz.
Orientalis. Dark rose; 30 inches.....\$0.15 \$0.50
Schafta. Rose; 8 inches..... .25 1.80



A. B. C. HARDY PERENNIAL and BIENNIAL SEEDS



Hardy Statice "Dumosa"

STATICE (*Sea Lavender*)

Splendid hardy perennials either for the border or rockery, producing panicles of minute flowers which can be dried and used for winter bouquets.

Caspia. The most beautiful of all perennial Sea Lavenders. Very vigorous in habit, with 3 foot stems carrying innumerable lilac flowers. A beautiful subject for table decoration. Tr. Pkt.25c Oz.\$2.20

Dumosa. Dense clusters of pure silver gray blooms; 30 inches. Tr. Pkt.25c Oz.\$1.60

Latifolia. Purplish flowers. Tr. Pkt.25c Oz.\$1.40

STOKESIA (*Cornflower Aster*)

Cyanea, Blue. A beautiful native hardy perennial, growing about 2 feet high and bearing pretty lavender-blue flowers.

Tr. Pkt.25c Oz.\$1.60

SUNFLOWER (*See Helianthus*)

THALICTRUM (*Meadow Rue*)

Aquilegifolium Mixed Colors. Elegant Columbine-like foliage and masses of flowers during June and July; 3 feet.

Tr. Pkt.25c Oz.\$1.40

Dipterocarpum. Its dainty, graceful sprays of flowers, elegantly arranged on stems 4 feet high, are invaluable for cutting. The flowers are a charming shade of violet-mauve, which is brightened by a bunch of lemon yellow stamens and anthers.

Tr. Pkt.25c Oz.\$1.50

THERMOPSIS

Caroliniana. A showy tall growing hardy perennial, producing in June and July long spikes of Lupin-like yellow flowers. 3 feet. Excellent for cutting. Seeds germinate slowly.

Tr. Pkt.25c Oz.\$2.60

THYMUS

Serpyllum (Wild Thyme). A dwarf perennial with fragrant foliage. Of creeping habit and unexcelled for rock gardens and between stepping stones. Lovely small purple blooms during the summer.

Tr. Pkt.25c 1/8 oz.60c

TRITOMA

(Red-Hot Poker, Flame Flower, Torch Lily). Early Flowering Hybrids. These are easy to grow from seed and they will come into blossom quite quickly. The seed we offer has been saved from a splendid collection. Tr. Pkt.25c Oz.\$1.60

Pfitzer's Hybrid's Scarlet. Tr. Pkt.25c Oz.\$1.80

TROLLIUS (*Globe Flower*)

Trollius Ledebouri. Seed should be frozen over winter for proper germination.

Golden Queen. Large orange flowers, 3 to 4 feet. Very fine early flowering variety. Tr. Pkt.50c 1/8 oz.\$1.35

Orange. 24 inches. Tr. Pkt.50c 1/4 oz.\$1.35

TUNICA

Saxifraga. A pretty tufted plant with light pink flowers produced all summer. Useful either for the rockery or the border.

Tr. Pkt.15c Oz.60c

VALERIANA (*Valerian*)

Mixed. Showy, hardy border plants producing large corymbs of red or white flowers. Fine for bouquets. Mixed colors; 2 feet.

Tr. Pkt.15c Oz.60c

VERBENA BONARIENSIS (*New*)

Perennial species from Buenos Aires, the slender freely-branched stems attain a height of 4 to 5 ft. and bear numerous terminal sprays of Heliotrope flowers during July and August. Award of Merit by Royal Horticultural Society, England, 1937.

Tr. Pkt.35c 1/4 oz.\$1.25 Oz.\$4.25

VERONICA (*Speedwell*)

Maritima (Longifolia). Long spikes of blue flowers from July to September. Tr. Pkt.25c Oz.\$1.40

Repens. A useful rock or carpeting plant with light blue flowers, May-June. Tr. Pkt.25c Oz.\$2.20

Spicata. 1 1/2 feet high. Has long spikes of bright blue flowers in June and July.

Tr. Pkt.35c Oz.\$1.50

VIOLA

	Tr. Pkt.	1/4 oz.	Oz.
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CORNUTA

Admiration. Very large circular purple flowers.

8 in.	\$0.25	\$0.50	\$1.80
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Apricot. Beautiful rich apricot shades tinged to-

wards center35	.85	3.00
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Arkwright Ruby. Bright ruby crimson, with cen-

tral markings; velvety; fragrant. 1/8 oz., \$1.00	.35	...	6.00
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Black Prince. 8 in.25	.50	1.80
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Blue Beauty. Bright blue, early, free-flowering.

1/8 oz.65c	.35	4.00
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Blue Butterfly. Mid-blue shading to white. Re-

sembles Pansy Beaconfield35	1.00	3.60
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Blue Perfection. Light blue. Large flowered. 8 in.	.25	.50	1.80
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Chantreyland. A perfect Viola, producing masses

of purest apricot flowers35	1.20	4.00
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Golden Orange. Shade or two darker than Viola

Chantreyland, uniform color, free flowering..	.25	.70	2.40
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G. Wermig. Rich violet-blue, 8 in.50	1.60	6.00
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White Wermig. 8 in.25	.50	1.80
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Ilona. Wine red.25	.50	1.80
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Improved Scotch. Three and five blotched in

splendid mixture35	.85	2.80
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Jersey Gem. Compact habit, deep violet-blue.

8 in. (1/8 oz., \$1.80)	.50	3.20	...
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Lutea Splendens. Chrome yellow. 8 in.25	.50	1.60
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Mauve Queen. Reddish violet. 8 in.25	.50	1.80
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Mixed. Small flowering type25	.50	1.80
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Papilio. Blue and white, 6 in.25	.50	1.60
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Primrose Dame. Sulphur yellow. 8 in.35	.70	2.40
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Primrose Perfection. A good yellow.35	1.20	4.00
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Puck. The 2 upper petals are clear purple-violet,

the 3 lower, golden-yellow. 6 in.25	.60	2.20
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Rosea, 6 in. varies.35	1.20	4.00
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Spring Messenger. Bright rich purple.25	.50	1.80
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White Perfection. White. Large flowered. 8 in..	.25	.50	1.80
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W. H. Woodgate. Violet purple, large, round

flowers on long stems. 9 in.50
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Special Mixture. Bright shades of self colors of

red, yellow, blue and apricot.35	.85	3.00
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VIOLA-VARIOUS TYPES

Bosniaca. Free blooming, small deep purple flow-

ers. 4 in.35	.70	2.40
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Florariense. Beautiful lavender 1/8 oz., \$1.50	.50
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Gracilis Lord Nelson. Violet-purple. 6 in.35	.80	2.80
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Eisenach Jewel. Small-flowered, deep violet...	.50
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Johnny Jump Up. Little Pansy faces of purple,

blue and yellow 1/8 oz., \$1.00	.50
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Nigra (Bowles Black Pansy). Interesting and at-

tractive little pansy, pretty small black flowers	.35
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Tufted Pansies. Finest mixture of these long and

blooming varieties. 9 in.25	.50	1.80
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**A. B. C. "SUPREME QUALITY" VEGETABLE SEEDS****Grow Vegetable Plants for Home Garden Trade**

Numerous florist-growers throughout the United States annually realize a handsome profit in the supplying of vegetable plants to their home garden customers; especially tomato plants, for which there is usually a large demand in suburban sections and the smaller towns. Take advantage of this opportunity to increase your spring sales. Our list of varieties is such as are best adapted to home garden culture; however, we can supply all desirable sorts of vegetable seeds in commerce and at market prices. Send us your list of needs and be assured that you will receive the same high grade as we supply in florists' flower seeds.

BEETS

	Oz.	¼ lb.	Lb.
Detroit. Dark Red selected stock	\$0.10	\$0.30	\$0.80
Crosby's Egyptian. Selected10	.30	.80

CABBAGE**EARLY OBLONG VARIETIES**

	Oz.	¼ lb.	Lb.
All Head Early	\$0.25	\$0.65	\$2.00
Early Jersey Wakefield....	.25	.65	2.00
Large Wakefield25	.65	2.00

EARLY FLAT AND ROUND VARIETIES

	Oz.	¼ lb.	Lb.
Copenhagen Market30	.85	2.75
Golden Acre30	.90	3.00
Early Flat Dutch.....	.25	.65	2.00
All Seasons. (Yellow-Resistant)45	1.25	4.00

MAIN CROP SORTS

Premium (Late) Flat Dutch.	.25	.70	2.25
Danish Ball Head (Dwarf Amager)30	.85	2.75

SAVOY CABBAGE

Improved American45	1.25	4.00
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RED CABBAGE

Round Red Dutch.....	.40	1.25	4.00
Mammoth Rock Red Long Island Strain45	1.25	4.00

CARROT

	Oz.	¼ lb.	Lb.
Danvers Half Long.....	\$0.20	\$0.45	\$1.25
Chantenay (Greater)20	.45	1.25

CAULIFLOWER

	Pkt.	¼ oz.	½ oz.	Oz.	¼ lb.
New Snowball..	\$0.25	\$0.70	\$1.25	\$2.00	\$7.00
Early Dwarf Erfurt25	.65	1.15	2.00	7.00
Dry Weather25	.70	1.25	2.15	7.50
Super Snowball .	.25	.70	1.25	2.00	7.00

CELERY

	½ oz	Oz.	¼ lb.	Lb.
Golden Self Blanching Dwarf	\$0.35	\$0.65	\$1.75	\$6.00
Golden Plume35	.65	1.75	6.00

CELERY, ROOT

	Pkt.	Oz.	¼ lb.	Lb.
Large Smooth Prague	\$0.10	\$0.30	\$0.90	\$3.00

CUCUMBER

	Oz.	¼ lb.	Lb.
Davis Perfect	\$0.20	\$0.45	\$1.25
Early Fortune20	.45	1.25
Chicago Pickling20	.35	1.00
Straight 820	.50	1.50

EGG PLANT

	Oz.	¼ lb.	Lb.
Black Beauty	\$0.50	\$1.50	\$5.00
Improved New York Purple45	1.35	4.50

KALE OR BORECOLE

	Oz.	¼ lb.	Lb.
Dwarf Green Curled.....	\$0.15	\$0.30	\$0.90

KOHLRABI

	Oz.	¼ lb.	Lb.
Early White Vienna.....	\$0.25	\$0.65	\$2.00

LETTUCE

LEAF VARIETIES	Oz.	¼ lb.	Lb.
Black Seeded Simpson (Selected)	\$0.15	\$0.45	\$1.25
Grand Rapids Forcing....	.20	.60	1.75

CABBAGE AND HEAD VARIETIES

	Oz.	¼ lb.	Lb.
Big Boston	\$0.20	\$0.50	\$1.50
Mammoth Black Seeded Butter15	.45	1.25
New York or Wonderful No. 1220	.50	1.50

MUSKMELON

	Oz.	¼ lb.	Lb.
Extra Early Osage.....	\$0.15	\$0.45	\$1.25
Paul Rose15	.45	1.25
Rocky Ford15	.35	1.00
Honey Dew20	.50	1.50
Honey Rock15	.35	1.00

ONION

	Oz.	¼ lb.	Lb.
Large Red Wethersfield....	\$0.25	\$0.35	\$1.25
Yellow Globe Danvers....	.20	.60	1.60
Ideal White Globe.....	.35	.75	2.00
Prizetaker20	.60	1.75

PARSLEY

	Oz.	¼ lb.	Lb.
Extra Triple Curled.....	\$0.15	\$0.30	\$0.80
Paramount15	.40	1.25

PEPPER

	½ oz.	Oz.	¼ lb.
Chinese Giant	\$0.35	\$0.60	\$1.75
Crimson Giant30	.50	1.50
Harris Early Giant.....	.30	.50	1.50
Large Bell (Sweet).....	.25	.45	1.25
California Wonder35	.65	2.00
Cayenne Long Red.....	.25	.45	1.25
Ruby King20	.35	1.00
Pimento20	.30	.90
Sweet Yellow35	.65	2.00
Hungarian Yellow Wax...	.35	.65	2.00
World Beater25	.40	1.25

PUMPKIN

	Oz.	¼ lb.	Lb.
Winter Queen	\$0.15	\$0.35	\$1.00
Japanese Pie15	.35	1.00
Small Sugar Pie.....	.15	.25	.60

RADISH

	Oz.	¼ lb.	Lb.
Scarlet Turnip (White Tip Sparkler)	\$0.10	\$0.30	\$0.80
Improved Scarlet Globe (select)10	.30	.90
White Icicle10	.25	.70

SPINACH

	Lb.
Giant Thick Leaved.....	\$0.35
New Zealand50

SWISS CHARD

	Oz.	¼ lb.	Lb.
Lucullus	\$0.10	\$0.30	\$0.80

SPECIAL NOTE. Where not otherwise quoted, we supply ½ oz. at ounce rate. In the event that you do not find in our listing of VEGETABLE SEEDS the desired kinds we will be glad to supply such, if obtainable and at market price.



DIENER'S NEW BLIGHT RESISTING TOMATO
“VENTURA”

TOMATO “VENTURA”
(Blight-Resisting)

Ventura is the most perfect tomato produced so far, as it is very early. The fruit is as smooth as an apple, having a weight of four to eight ounces. Its flesh is of a fine tomato color and is very solid when ripe, so much so that it keeps solid for several weeks without spoiling or rotting, being immune from Fungi. It can be shipped in a ripe condition to very long distances. Ventura has a very delicious taste, it being a seedling of the Diener tomato which is known for its wonderful flavor when canned. It is extremely free bearing. To get the true variety always get the seed direct from us.

Tr. Pkt.....
\$0.20
1½ oz.....
\$0.50
Oz.....
\$1.00
Lb.....
\$14.00

A. B. C. “SUPREME QUALITY” VEGETABLE SEEDS
(Continued)

SQUASH

	Oz.	¼ lb.	Lb.
Boston Marrow	\$0.10	\$0.25	\$0.75
Summer Crookneck15	.35	1.00
Golden Hubbard15	.45	1.25
Original Hubbard15	.45	1.25

TOMATO

	Oz.	¼ lb.	Lb.
Bonny Best	\$0.30	\$0.90	\$3.00
Break O'Day40	1.00	3.50
Chalk's Early Jewel.....	.30	.90	3.00
Crimson Cushion or Beef-steak50	1.50	4.75
Dwarf Champion50	1.50	5.00
Dwarf Stone50	1.50	5.00
Earlina45	1.25	4.00
Early Detroit45	1.25	4.00
Golden Ponderosa60	1.75	6.00

	Oz.	¼ lb.	Lb.
Golden Queen	\$0.45	\$1.25	\$4.25
Greater Baltimore30	.85	2.75
John Baer30	.90	3.00
June Pink45	1.25	4.00
Livingston's Globe45	1.25	4.00
Marglobe40	1.00	3.50
Matchless30	.75	2.50
Michigan State Forcing....	2.50
Oxheart65	2.00	7.50
Penn State Earliana.....	.45	1.25	4.00
Ponderosa50	1.50	5.00
Pritchard45	1.25	4.00
Stone Improved30	.90	3.00
Supreme Gulf State.....	.45	1.25	4.25
Ventura	1.00	...	14.00
Yellow Pear50	1.50	5.00
Yellow Plum50	1.50	5.00

TURNIP

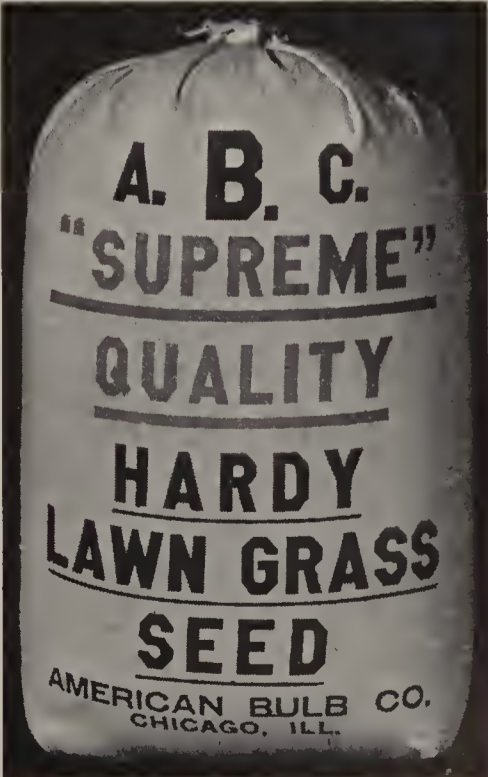
	Oz.	¼ lb.	Lb.
Purple Top White Globe...	\$0.10	\$0.20	\$0.50
Early White Turnip.....	.10	.25	.80

A. B. C. “SUPREME” QUALITY LAWN GRASS SEED

A. B. C. “SUPREME” QUALITY LAWN GRASS SEED is just what the name implies. You will find this a profitable side line to sell to your customers (especially those of your clientele who have been imposed upon with “chaff mixtures”). Put up in attractive cloth bags printed green and red; one-, two-, three-, five-, ten- and fifteen-pound bags. Many of our customers find this a ready seller as well as to use for their own application.—A. B. C.

PRICES IN BULK:

1 lb. cloth bags, each.....	30c	(300 lbs. at \$24.50 per 100 lbs.)
2 and 3 lb. cloth bags, per lb.....	26½c	(500 lbs. at \$24.00 per 100 lbs.)
5 lb., 10 lb. and 15 lb. bags, per lb.....	26c	(Prices on Grass Seed Subject to Market Changes)
100 lb., 50 lb. and 25 lb. bags, per lb.....	25c	





MISCELLANEOUS SPRING BULBS



Amaryllis, Giant American Hybrid

Amaryllis not only find a ready sale to the public in dry bulb form, but as well provide fine pot plants for store sales. Usually sell on sight when in bloom, and at a good price. Also, they are of the easiest culture.

GLOXINIA CULTURE

Gloxinias are fit companions for the tuberous rooted Begonias and the fancy leaved Caladiums. Their richly colored flowers are most outstanding. Start the tubers in 4 inch pots in a mixture of leaf mold, sand and a little well-rotted cow manure with good bottom heat. Keep shaded and as the leaves appear, be careful with the watering. You cannot do it with the hose so make use of the old fashioned way, the watering can, and go over each plant carefully, examine every one and don't apply water unless it is needed, on the other hand, they suffer every bit as much if they don't get water when ready for it, for they want a moist soil. Keep the leaves dry. To get them moist on a hot day early in the morning doesn't hurt but they soon go if you wet them every time you water the plants. They want most of all a little shade, but if you overdo it you may obtain foliage but no flowers.

AMARYLLIS (*Prize Winning English Hybrids*) (Produced in California)

While the "American Hybrids" offered below are of really HIGH QUALITY, the above strain obtains colors and shades that are in a class by themselves. Likewise flowers are of extra large size. Highly recommended.

100.....\$30.00 1000.....\$250.00

AMARYLLIS (*Giant American Hybrids*)

The value of Amaryllis depends on the quality of the strain. We buy our bulbs from several sources of known reputation and mix these strains ourselves, thus making certain that you get the best obtainable. Every bulb we ship is of flowering size and many produce more than one flowering stem.

	100	1000
2 to 2¼ inch.....	\$ 9.50	\$ 85.00
2¼ to 2½ inch.....	11.00	100.00
2½ to 2¾ inch.....	13.50	125.00

GLOXINIAS

Ready in January

Few flowers can surpass the large tubular blooms of Gloxinia for richness and variety of coloring. They make a gorgeous display during the summer and early fall months, and as a pot plant are unexcelled.

ETOILE DE FEU, brilliant red
EMPEROR WILLIAM
EMPEROR FREDERIC
ROI DES ROUGES, dark red
VIOLACEA, blue
PRINS ALBERT, violet blue
MONT BLANC, pure white
TIGRINA, spotted, a mixture of different colors
BLANCHE DE MERU, light pink bordered white
REINE WILHELMINE, dark pink

Medium Size. Per 100.....\$ 7.50
Large Size. Per 100.....10.00



Large Flowering Gloxinia



BEGONIAS ARE IN GREAT FAVOR TODAY

TUBEROUS ROOTED BEGONIAS

Large Flowering Type

With its bright colors, richness of foliage and easy culture it has become a favorite with the public in gardens and homes.

Emplacement. The begonia prefers partial shade and not too warm a place where they will give best results specially in wet summers. For the cultivation in greenhouses, shade is necessary.

CULTIVATION. Forcing can be started in February, March or April depending on the time they should be in flower. The bulbs are placed in boxes, on light porous soil close together, and then covered with earth to a depth of one inch above the bulb. The earth should be kept just moist, too much water will rot the bulbs.

When the plants begin to develop they are placed in pots.

PLANTING OUTSIDE. In May-June (according to climate) they can be planted outside, preferable in loose soil, and shaded for some days after planting. The distance between the plants should be about 8 inches. A teaspoonful of ammonium phosphate around each plant added in July will stimulate growth and flowers.



Double Flowered Tuberous Rooted Begonia

BEGONIA MULTIFLORA

(Lilyput or miniature Begonias)

Very graceful and attractive

This group of Tuberous Begonias which we are offering for the first time this year are not exactly new. However, they have not been distributed or grown in America with the popularity which they rightly deserve, as they have been in Europe for the last twenty-five years.

They differ from the large flowered types in having a dwarf bushy growth covered all summer with a mass of small flowers 1½ to 3 inches in diameter. The character of their growth makes them invaluable for borders or bedding purposes as they form a veritable carpet of color.

	Per 100
Bertini. Vermillion orange scarlet, single.....	\$ 9.00
Victor Borret. Coppery, single.....	14.00
Ami Jean Bard. Coppery, double.....	7.50
Commandant Félix. Rosy pink, double.....	10.00
Helene Harms. Yellow, double.....	7.00
Lafayette. Red, double.....	12.50
Le Flamboyant. Scarlet red, double, extra.....	7.50
Princess Stephanie. Pink, double.....	14.00
Monsieur Rigault. Single brilliant coppery.....	16.00
Marguerite Eysser. Pink, double, extra.....	17.00
Mme. Frêne-Eysser. Coppery salmon, double, extra fine novelty...	17.00
Mme. Galle. Double coppery.....	10.00

CUTFLOWERS. Tuberous begonias are excellent cut flowers lasting five to six days if placed in shallow bowls or plates in water. The double types are more lasting, hence, preferable for table decorations or corsages if stems are wired.

BEGONIA-DOUBLE OR SINGLE

Large Flowering Type (Belgian Grown)

	MEDIUM SIZE		LARGE SIZE	
	Per 100	Per 1000	Per 100	Per 1000
Dark Red	\$6.00	\$50.00	\$8.00	\$70.00
Scarlet Red	6.00	50.00	8.00	70.00
Pink	6.00	50.00	8.00	70.00
Orange	6.00	50.00	8.00	70.00
White	6.00	50.00	8.00	70.00
Yellow	6.00	50.00	8.00	70.00
Coppery	6.00	50.00	8.00	70.00
Salmon	6.00	50.00	8.00	70.00
Mixed	6.00	50.00	8.00	70.00

DOUBLE FLOWERING "FIMBRIATA"

Shape of flowers very much like a Carnation. Very suitable for pots and gardens.

Medium Size. Per 100.....	\$6.00
Large Size. Per 100.....	8.00

STRONG NORTHERN TEXAS GROWN—TRUE TO NAME LARGE FLOWERING CANNAS

DORMANT ROOTS, 3 to 5 Eyes

Ambassador. Brilliant red, bronze foliage; 4 feet. A distinguished looking Canna. Flowers vivid cherry-red; has luxurious tropical foliage prettily bronzed and makes a splendid color contrast with its brilliant blossoms.

City of Portland. Deep pink. Green foliage 3½ feet. Extra good flower. Does not fade.

Hungaria. 3½ feet. La France pink.

King Midas. Clear yellow, green foliage. The finest and largest yellow Canna in existence.

Mrs. Alfred Conard. One of the very best Cannas in commerce today. Large, exquisitely shaded salmon-pink flowers are produced in great abundance on robust, upright stalks. We consider this as superior to all pink flowered Cannas. 4 feet.

King Humbert. This remarkable Gold Medal Canna has been the sensation of the past ten years and is the greatest favorite today. Handsome, broad, tropical foliage. Scarlet flowers; bronze leaves. 4 feet.

Yellow King Humbert. 4 feet. An orchid-flowering sport of the well-known King Humbert. Flower a deep, rich yellow, softly spotted and blotched with bright red. Some plants occasionally give a scarlet or scarlet striped flower, which we consider an improvement rather than a detriment. Green foliage.

The President. 4 feet. This immense new flaming scarlet has come into wider use more quickly than any other Canna. The President leads the red varieties in the quality and also the quantity of its bloom. The foliage is rich green and burn-proof in the hottest weather.

All of the above varieties offered at the special low price of:
100.....\$4.00 1000.....\$32.00



Canna, The President
The Last Word in Red-Flowered, Green Foliage,
Large-Flowering Cannas

ISMENE CALATHINA (Peruvian Daffodil)

Flowers pure white, very fragrant. Bulbs 2 inches and over. Per 100.....\$10.00



Fancy Leaved Caladium

TUBEROSES

Our strain of "Pearl" is the true, large-flowered type, far superior to the old variety. Bulbs are clean and properly graded in sizes offered.

Double Pearl. 3 to 4 inches. 100.....\$2.00	1,000.....\$15.00
Double Pearl. 4 to 6 inches, extra large. 100. 3.00	1,000..... 25.00
Double Pearl. 6 to 8 inches (scarce). 100..... 5.00	1,000..... 45.00

FANCY LEAVED CALADIUMS

"True Brazilian Type"

Prices of Fancy Leaved Caladiums

Ready in January

	100	1,000
Separate Named Varieties.....	\$13.50	\$125.00
Named Varieties, Mixed.....	11.00	100.00

CALADIUM ESCULENTUM

Elephant's Ear

Much used for bordering Canna beds or sub-tropical plantings. Plants of these always find a ready sale.

	100	1,000
7 to 9 inch circumference	\$5.00	\$45.00
9 to 11 inch circumference	7.00	65.00

OUR COLLECTION OF NAMED VARIETIES OF FANCY LEAVED CALADIUMS IS UP TO DATE IN EVERY WAY



Picardy

IMPORTANT NOTE

"The Control of Gladiolus Thrips"

Notwithstanding that a grower may start his cultures with perfectly healthy bulbs (corms) thrips may develop in his plantings by invasion of the pest introduced from untreated corms planted in the vicinity, and consequently spraying with "Tartar Emetic" becomes necessary. In this connection we supply, free of charge, copy of circular containing information suggested by the Bureau of Entomology, Washington, D. C., which fully covers the application of above.

A. B. C.

TARTAR EMETIC

1 lb. Packages. Each\$0.79

Formula: Per 100 gallons water — 4 lbs. Tartar Emetic, 16 lbs. brown sugar.

A. B. C. "SUPREME" QUALITY GLADIOLUS BULBS

With a total output of *some twenty million gladiolus produced exclusively for bulb harvest and only from young corms, not as a "by-product" of cut flowers*, we are in a position second to none to furnish stock that obtains *the required vitality to produce 100% results for the grower.*

A. B. C. "SUPREME" QUALITY GLADIOLUS BULBS are produced primarily in northern Indiana in sandy loam and are thoroughly cured. Our Indiana grower, likewise other reliable sources from whom we contract, hold Agricultural Inspection Certificates, certifying all bulbs free from thrips and other diseases.

RED AND ROSE VARIETIES

	First Size 1½" and up		Second Size 1¼" and up	
	Per 100	Per 1,000	Per 100	Per 1,000
*Dr. Bennett. Brilliant scarlet	\$1.70	\$12.00	\$1.50	\$10.00
Commander Koehl. Dark scarlet-red.....	2.10	16.00	1.90	14.00
Chas. Dickens. Violet-red, dark blotch.....	1.70	12.00	1.50	10.00
Excellence. Early orange-red (a Kunderd First Prize seedling). Choice cut flower variety	2.30	18.00	2.10	16.00
*Flaming Sword. Early deep red.....	1.50	10.00	1.30	8.00
Helga. Salmon-rose	1.50	10.00	1.30	8.00
*Mrs. F. Pendleton. Rose-pink.....	1.70	12.00	1.50	10.00
Mrs. Francis King. Flame orange-scarlet....	1.70	12.00	1.50	10.00
Predominator. Pure salmon-scarlet (Kunderd First Prize seedling). Exceptional cut flower variety	2.30	18.00	2.10	16.00
Pride of Wanakah. Deep rose, deeper blotch	1.60	11.00	1.40	9.00
Rose 1910. Early deep rose-pink.....	1.50	10.00	1.30	8.00
Red Phipps. Excellent rose-red.....	1.90	14.00	1.75	12.50
*Virginia. Scarlet-red	1.70	12.00	1.50	10.00

* Denotes best varieties for forcing.

A. B. C. "Supreme" Quality
GLADIOLUS

(CONTINUED)

PINK VARIETIES

	First Size 1½" and up		Second Size 1¼" and up	
	Per 100	Per 1000	Per 100	Per 1000
Annie Laurie (Primulinus). Light rosy pink..	\$1.50	\$10.00	\$1.30	\$ 8.00
*Betty Nuthall. Coral pink.....	1.50	10.00	1.30	8.00
Break O'Day. La France pink. Penciled on yellow	1.50	10.00	1.30	8.00
Debonair (New). La France pink.....	2.20	17.00	2.00	15.00
Duna (New). Safrano pink	2.20	17.00	2.00	15.00
Early Bird (New). Earliest of all; clear La France pink.....	2.50	20.00	2.30	18.00
E. J. Shaylor. Rose-pink.....	1.50	10.00	1.30	8.00
*Giant Nymph. Tall pink.....	1.50	10.00	1.30	8.00
Gloriana. Salmon-rose	1.50	10.00	1.30	8.00
Halley. Salmon-pink	1.50	10.00	1.30	8.00
Highland Laddie. Pink.....	1.70	12.00	1.50	10.00
*Los Angeles. Salmon-pink.....	1.50	10.00	1.30	8.00
Mrs. Leon Douglas. Giant pink.....	1.90	14.00	1.70	12.00
*Mrs. P. W. Sisson. Cameo-pink.....	1.50	10.00	1.30	8.00
*Odin. Deep salmon-pink.....	1.50	10.00	1.30	8.00
*Picardy. New shrimp pink.....	1.50	8.50	1.25	7.00
Virginia Shelley. Cream pink, light throat..	1.70	12.00	1.50	10.00
W. H. Phipps. La France pink.....	2.00	15.00	1.75	12.00
Wolverine. Coral pink, rose blotch.....	1.50	10.00	1.30	8.00

* Denotes best varieties for forcing.

PICARDY

Picardy has proved to be one of the most outstanding cut flower Gladiolus introduced in the past decade and this very worthwhile variety has created no end of unusually favorable comment from the trade and public as well.

	Per 100	Per 1000
1½ inch and up.....	\$1.50	\$8.50
1¼ inch and up.....	1.25	7.00
1 inch and up.....	1.00	5.50

GLADIOLUS IN MIXTURE**KUNDERD'S "GLORY" STRAIN**

Especially recommended to Florists, Nurserymen and Seedsmen for "bulb merchandising" to the public, for garden show or the production of mixed cut flowers.

Contains a good selection of Kunderd varieties with a large range of color.

1st Size.	100.....	\$1.40	1000.....	\$9.00
2nd Size.	100.....	1.20	1000.....	7.00

If in the market for Quantity, Mixed or Named, please ask for special quotation

"Red Phipps"



A. B. C. "Supreme" Quality

GLADIOLUS

(CONTINUED)

ORANGE-YELLOW-APRICOT VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per 100	Per 1000	Per 100	Per 1000
Alice Tiplady (Primulinus). Saffron orange. Penciled deep orange.....	\$1.50	\$10.00	\$1.30	\$ 8.00
*Apricot Glow. Tall clear apricot.....	1.50	10.00	1.30	8.00
*Gold Eagle. Early yellow.....	1.50	10.00	1.30	8.00
Golden Dream. Golden yellow.....	1.50	10.00	1.30	8.00
Kunderd's Yellow Favorite. Fine yellow	1.90	14.00	1.70	12.00
Miss Bloomington. Best yellow for cutting (Kunderd First Prize seedling). Good keeper	2.30	18.00	2.10	16.00
*Orange Queen. Apricot-orange.....	1.50	10.00	1.30	8.00
Pfitzer's Triumph. Large salmon-orange	2.20	17.00	2.00	15.00
*Souvenir. Pure yellow, early.....	1.50	10.00	1.30	8.00
Wasaga. Clear glowing buff with wide open blooms	1.90	14.00	1.70	12.00

WHITE VARIETIES

	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per 100	Per 1000	Per 100	Per 1000
*Albatross. Fine white.....	\$2.50	\$20.00	\$2.20	\$17.00
Albania. Pure white.....	1.50	10.00	1.30	8.00
*Chicago White. Early white.....	1.50	10.00	1.30	8.00
Fairest Pearl. Very fine white for late planting	2.25	17.50	2.00	15.00
Helen Wills. White, cream throat.....	1.70	12.00	1.50	10.00
*Joerg's White. Cream white.....	2.50	20.00	2.30	18.00
Lily White. Cream white.....	1.50	10.00	1.30	8.00
*Maid of Orleans. Large white, European seedling. First Prize winner in numerous shows. Opens well. An outstanding white	2.00	15.00	1.85	13.50
Mammoth White. Pure white.....	2.00	15.00	1.75	12.50
Peace. Late white.....	1.50	10.00	1.30	8.00
Star of Bethlehem. Large pure white, fringed cream	3.00	25.00	2.50	20.00
Tiffany. White, cream blotch.....	1.70	12.00	1.50	10.00
White Triumphator (New). Largest pure white, extra fine.....	3.00	25.00	2.50	20.00
White Butterfly (Pr.). White, cream throat	1.50	10.00	1.30	8.00

LAVENDER AND VIOLET VARIETIES

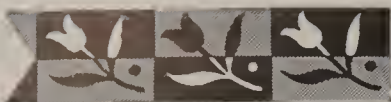
	First Size 1 1/2" and up		Second Size 1 1/4" and up	
	Per 100	Per 1000	Per 100	Per 1000
*Berty Snow. Lavender.....	\$1.50	\$10.00	\$1.30	\$ 8.00
Marmora. Lavender-gray, Petunia blotch	2.20	17.00	2.00	15.00
*Minuet. Delicate lavender.....	2.00	14.50	1.80	13.00
Mrs. Konynenburg. Light blue-violet..	2.30	18.00	2.00	15.00
Dr. Moody. Lavender-pink, broken blotch	2.20	17.00	2.00	15.00
Pelegrina. Dark violet.....	2.50	20.00	2.30	18.00
Ruth Huntington. Violet-lilac, deeper markings	1.70	12.00	1.50	10.00
Veilchenblau. Violet-blue	2.10	16.00	1.80	13.00



Maid of Orleans, First Prize White

SPECIAL NOTE!

If You Are in the Market for Gladiolus in Volume, Please Send List of Needs for Special Quotations.



A. B. C. SUPREME QUALITY LILIES

(See Inside Back Cover for Lily Colored Plate)



Lilium Giganteum A. B. C. "Supreme" Quality

PLANTING TABLE FOR COLD STORAGE LILIUM GIGANTEUM AND FLOWERING DATES

Planting Date	Flowering Date	Planting Date	Flowering Date
January 1st	April 15th to 25th	May 15th	August 20th
January 15th	April 25th to May 5th	June 1st	September 1st
		June 15th	September 15th
February 1st	May 15th to 30th	July 1st	October 1st
February 15th	June 1st to 10th	July 15th	October 15th
March 1st	June 10th to 30th	August 1st	November 1st
March 15th	July 1st to 10th	September 1st	November 25th
April 1st	July 15th to 30th	September 15th	December 15th to 25th
April 15th	August 1st		
May 1st	August 10th	October 1st	January 1st to 10th

LILIUM GIGANTEUM (New Crop)

A. B. C. SUPREME QUALITY

For Immediate Delivery from Cold Storage

	Per 100	Per Case
6 to 8 inch—400 to case.....	\$ 6.00	\$18.00
7 to 9 inch—300 to case.....	7.00	17.50
8 to 9 inch—250 to case.....	8.00	18.00
8 to 10 inch—225 to case.....	9.00	18.00
9 to 10 inch—200 to case.....	11.00	20.00

LILIUM RUBRUM (Magnificum)

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
8 to 10 inch—170 to case.....	10.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00
9 to 11 inch—130 to case.....	14.00	15.00
10 to 11 inch—120 to case.....	...	15.00
11 to 13 inch— 80 to case.....	...	15.00
13 to 15 inch— 60 to case.....	...	15.00

LILIUM ALBUM

	Per 100	Per Case
7 to 9 inch—220 to case.....	\$10.00	\$24.00
8 to 9 inch—200 to case.....	13.00	24.00
8 to 10 inch—170 to case.....	14.00	24.00
9 to 10 inch—150 to case.....	17.00	24.00
10 to 11 inch—120 to case.....	22.00	24.00

LILIUM AURATUM PLATYPHYLLUM

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 8.00	\$16.00
8 to 9 inch—200 to case.....	10.00	18.00
8 to 10 inch—150 to case.....	13.00	18.00
9 to 10 inch—120 to case.....	16.00	18.00

LILIUM AURATUM (Gold Banded)

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—170 to case.....	10.00	15.00
8 to 10 inch—150 to case.....	11.00	15.00
9 to 10 inch—120 to case.....	12.00	15.00
10 to 11 inch— 90 to case.....	...	14.00
11 to 13 inch— 70 to case.....	...	14.00

LILIUM HENRYI

Golden yellow reflexed flowers, spotted brown.

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$14.00
8 to 9 inch—200 to case.....	8.00	14.00
8 to 10 inch—170 to case.....	9.00	14.00
9 to 10 inch—150 to case.....	10.00	14.00
11 to 13 inch— 80 to case.....	...	12.00
12 to 13 inch— 70 to case.....	...	12.00

Lilium Speciosum Rubrum (Magnificum) planted on the dates mentioned opposite will take six to eight weeks longer to flower than Lilium Giganteum. Lilium Rubrum "Magnificum" should be planted June 15th to July 1st to flower for Christmas.

The schedule mentioned opposite indicates, however, approximate flowering dates. If extremely warm weather exists meantime they may flower a month earlier. It largely depends on weather conditions.—A. B. C.

Lilium's Giganteum and Rubrum (Magnificum) from cold storage are available almost the entire year.



LILIUM HANSONI

A choice Korean species bearing many handsome yellow flowers with thick petals. It is very hardy and easily grown but should be planted in partial shade. Plant 6 inches deep. Height, 3 to 4 feet. Blooms in the open. Succeeds well under greenhouse culture.

	Per 100	Per Case
7 to 9 inch—200 to case.....	\$12.00	\$22.00
8 to 9 inch—100 to case.....		14.00
9 to 10 inch—100 to case.....		18.00
10 to 11 inch— 50 to case.....		14.00

KRAMERI (Japonicum)

One of the few pink Lilies. Usually two, and as many as five, beautiful pale pink funnel-shaped flowers appear on slender stems. Plant in open, 8 inches deep. Blooms in July. Succeeds under glass.

	Per 100	Per Case
5 to 7 inch—240 to case.....	\$10.00	\$19.00
6 to 8 inch—200 to case.....	12.00	20.00
7 to 9 inch—100 to case.....		14.00

BATEMANNIAE

BATEMANNIAE. This apricot shaded Lily is easy of cultivation and grows equally well in partial shade as in full sun.

	Per 100
6 to 8 inch.....	\$12.00

LILIUM TIGRINUM SPLENDENS

	Per 100	Per Case
7 to 9 inch—250 to case.....	\$ 7.00	\$15.00
8 to 9 inch—200 to case.....	9.00	15.00
8 to 10 inch—170 to case.....	10.00	15.00
9 to 10 inch—150 to case.....	12.00	15.00

TIGRINUM FL. PL. (Double Tiger Lily). The only double Tiger Lily worth growing. Per 100.....\$11.00

VARIOUS LILIUMS

CANADENSE. Drooping bells which vary from yellow to red with maroon dots. Per 10.....\$1.50 Per 100.....\$10.00

CERNUM. Lovely pink flowers, pine-leaved. We consider this an interesting novelty in the assortment of Hardy Lilies in cultivation. As far as we know it is an origination of Japan. Nature of growth is similar to the variety Tennui-folium, however, it is much stronger, producing from 5 to 10 flowers to each stem. Per 10.....\$2.50 Per 100.....\$18.00

DAVURICUM. Flowers of rich orange shade, flushed red and spotted black. June and July. 2 feet. Per 10.....\$2.00 Per 100.....\$15.00

ELEGANS. Very hardy dwarf lilies, erect flowers of orange. Per 10.....\$1.50 Per 100.....\$11.00

SUPERBUM (Swamp Lily). Graceful stems five to six feet, terminating in a pyramid of bright orange crimson flowers. Per 10.....\$1.50 Per 100.....\$10.00

UMBELLATUM GRANDIFLORUM. A very showy Lily of easy culture, bearing in June, large, handsome, rich orange flowers shaded red. Very effective in shrubbery and flower borders. Per 10.....\$1.50 Per 100.....\$12.00

Lilies work so wonderfully well into a great variety of basket designs that we believe it will pay you to have a good planting of several varieties.



Lilium Rubrum (Magnificum)
"The Aristocrat of Lilies"

Standing Wreath composed of Orchids and Lilium Rubrum "Magnificum" (Oriental Orchids). There is no Lily that lends itself so gracefully to floral work of all kinds. Has a particular charm all of its own. Easily grown. Photograph by courtesy of Small's Flower and Garden Center, Dupont Circle, Washington, D. C.

(See colored illustration on inside back cover)

LILIUM PHILIPPINENSE FORMOSANUM

A distinct Lily of refined and graceful appearance, with long, grassy foliage and exquisitely shaped long, wide-mouthed trumpet flowers of the purest white, slightly colored externally with reddish brown. This outside coloration fades as the flower matures. Blooms September. Height, 3 to 6 feet. Plant 8 inches deep.

Per dozen.....\$1.00 Per 100.....\$7.00

LILY BULBS

From 1940 Crop

ERABU—ERABU HAYAI
GIGANTEUM (Northern grown)
GIGANTEUM (Southern grown)
NEW ORLEANS CREOLE
NIPPON (Improved Giganteum)

Above kinds supplied by case or carload. Our sources of supply for the above are from the "Fountain Head" and quotations will be found to be consistent with market values. Because of more or less disturbing conditions in the growing section we believe that advance orders for above will result to our mutual advantage. A. B. C.



A. B. C. SUPREME QUALITY LILIES



The Regale Lily

THE REGALE LILY (*True Northern Grown*)

The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, lending out part way up the trumpet; the fragrance is fascinating.

	100	1000
5 to 6 inch.....	\$ 4.50	\$ 40.00
6 to 7 inch.....	5.50	50.00
7 to 8 inch.....	7.50	70.00
8 to 9 inch.....	10.00	90.00
9 to 10 inch.....	12.50	110.00

25 bulbs at 100 rate—250 bulbs at 1000 rate

Our supply of Regale Lilies is from Bulbous Stock, not Seeds. There's a difference in your favor—namely, the type is true.

VARIOUS LILIES
ILLUSTRATED IN COLOR
ON INSIDE BACK COVER

LILIUM TENUIFOLIUM

(So-called "*Miniature Lilium Rubrum*")

For under-glass culture, they can be planted in a Darwin Tulip bulb pan, set 4 inches deep and 3 inches apart, since they are a stem rooting type. They come into bloom in approximately 14 weeks. Also, owing to their slender stems and fine, narrow foliage, *Lilium Tenuifolium* can be planted between Carnations right in the benches. Color, brilliant scarlet. Flowers outdoors in June, perfectly hardy.

Strong Blooming Bulbs. 100.....\$6.00 1,000.....\$55.00

TENUIFOLIUM GOLDEN GLEAM. A pure golden yellow form.
Per 10.....\$2.00 Per 100.....\$15.00

LILY-OF-THE-VALLEY PIPS

Re-selected Exhibition German Pips

The reputation of A. B. C. Supreme Quality Lily-of-the-Valley is so well established in the trade that little can be added by any commendation on our part.

Beside their cut-flower worth, Lily-of-the-Valley have an added sales value in that Pips can be sold profitably for planting in various receptacles in the home. They can easily be bloomed in four weeks, in moss, sand or soil. A great deal of interest can be created by displaying about 12 growing Pips in a fancy bowl in some prominent spot in your store. The ease with which they can be grown will interest most of your customers in buying them. If merchandised properly, you will find them an extremely profitable item.

Per 100...\$5.00 Per 250...\$12.00 Per 500...\$22.00 Per 1000...\$42.00
(From cold storage.)

They are available for immediate delivery.

LILY-OF-THE-VALLEY CLUMPS

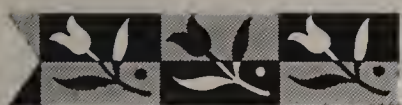
For Outdoor Culture

A permanent investment for your "Garden Planter" customers.

Dozen.....\$3.00 100.....\$20.00



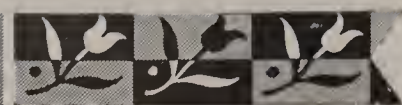
A. B. C. "Supreme" Quality Valley Pips



"Supreme" Quality



Bulbs - Plants



DAHLIAS

For the Florist, Nurseryman and Seedsman

The Better Cut Flower Varieties. Equally Desirable for Garden Show

Special Prices Quoted Upon Application for Large Quantities

**SYMBOLS: "A" PAEONY TYPE; "B" BALL OR SHOW TYPE;
"C" CACTUS TYPE; "D" DECORATIVE TYPE**

A. D. Livoni (B) Pink
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Maude Adams (B) Popular white flushed pink
Purple Ball (B) Purple
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bride's Bouquet (C) White
Emily Russell (C) American Beauty shade
Libelle (C) Royal purple
Melody (C) Yellow often tipped white
Aida (D) Maroon
Darlene (D) Shell pink
Doazon (D) Giant orange scarlet
Purity (D) White
Queen Mary (D) Rose pink
Yellow Colosse (D) Excellent yellow

Above named varieties. Per doz.....**90c** Per 100.....**\$5.00**

Diana (A) Scarlet
Betty Austin (C) Pink rose, yellow base and tips
Celia (C) Lavender pink
J. H. Jackson (C) Maroon
Agnes Haviland (D) Rose pink and yellow
Charm (D) Best burnt orange
Delice (D) Popular pink
Dorothy Sager (D) Salmon and orange
Jean Kerr (D) White
Venus (D) Popular white suffused lavender

Above named varieties. Per doz.....**\$1.00** Per 100.....**\$6.00**

Mrs. Edna Spencer (C) White overlaid lavender
Mrs. Warnar (C) White flushed pink
Rheinischer Frohsinn (C) Pink and carmine rose
Avalon (D) Large yellow
Catherine Wilcox (D) Pinkish white tipped red
Ellinor Vanderveer (D) Glowing rose pink
Francis Larocco (D) Canary yellow
Jane Cowl (D) Bronzy buff and salmon
Jersey's Beacon (D) Scarlet and buff
Judge Alton B. Parker (D) Yellow buff
Le Toreador (D) Brilliant red
Margaret Woodrow Wilson (D) Creamy white suffused pink
Mrs. I. de Ver Warner (D) Orchid lavender
Pride of California (D) Red
Pride of Stratford (D) Red orange
Sagamore (D) Apricot buff
White King (D) White

Above named varieties. Per doz.....**\$1.20** Per 100.....**\$8.00**

Countess of Lonsdale (C) Popular salmon pink
Springfield (C) Red
Jersey's Beauty (D) Popular pink
Judge Marean (D) Orange and red
Laura Morris (D) Giant deep yellow
Monmouth Champion (D) Flame red
Rose Fallon (D) Giant old gold
The Commodore (D) Large canary yellow
Wm. H. Hogan (D) Large red and white bi-color

Above named varieties. Per doz.....**\$1.30** Per 100.....**\$9.00**

NOTE: ALL DAHLIAS OFFERED ARE STRONG ROOT "DIVISIONS" READY FOR PLANTING.

25 ROOTS OF A VARIETY ARE SUPPLIED AT 100 RATE

6 ROOTS OF A VARIETY SUPPLIED AT DOZEN RATE

WE CANNOT ARRANGE TO SUPPLY A SMALLER NUMBER THAN 6 OF ONE KIND



Jersey's Beauty, the "top notch" Pink Cut Flower Dahlia

Kentucky (D) Salmon sport of Jersey's Beauty
W. H. T. (D) Old rose

Above named varieties. Per doz.....**\$1.40** Per 100.....**\$10.00**

Angela Mia (D) White
Cavalcade (D) Mulberry pink
Josephine G. (D) Pink
Kemp's White Wonder (D) Large white
Pan (D) Vivid scarlet
Pres. Franklin D. Roosevelt (D) Bright red with lighter reverse
Violet Judge Marean (D) Violet sport of Judge Marean

Above named varieties. Per doz.....**\$1.80** Per 100.....**\$13.00**

POMPONS—Now very popular for cut flowers

Bobby (P) Purplish maroon or plum
Catherine (P) Bright yellow
Dee Dee (P) Lilac lavender
Fairy (Min.) Tiny Jersey's Beauty pink
Fashion (P) Bronze
Joe Fette (P) White
Little Herman (P) Red and white
Little Jewel (Min.) Delice pink
Red Indian (P) Deep coral red
Yellow Gem (P) Light yellow

Above named varieties. Per doz.....**\$1.30** Per 100.....**\$9.00**

DOUBLE LARGE-FLOWERING DAHLIAS—

Under Color

Various shades of red, pink, white, purple, maroon, yellow or variegated.
Desirable for merchandising in dry root form to the public.

Doz.....**\$0.75** 100.....**\$5.50** 1,000.....**\$50.00**
(250 at 1,000 rate)

Mixed. All colors. Likewise desirable for store sales.

Doz.....**\$0.60** 100.....**\$3.50** 1,000.....**\$30.00**



"King Cardinal"

CARNATIONS

Strong Rooted Cuttings Supplied by
Specialists in This Particular Line

25 of a variety at 100 rate.
250 of a variety at 1000 rate.
(Except noted otherwise)

	Per doz.	Per 100	Per 1000
Barbara Brigham. Orange variegated	\$1.50	\$ 8.00	\$ 75.00
Barbara Farr. New scarlet.....		8.00	70.00
Berkshire Hills. Salmon pink Patrician		15.00	125.00
Carlotta. Dark pink.....	1.00	6.00	50.00
Chief Kokomo (Pat.). Yellow variegated	2.00	12.00	100.00
Dimity. White with claret.....		7.00	60.00
Delicacy. White variegated.....		7.00	60.00
Dichling. Lively cerise.....		7.00	60.00
Dark Pink Virginia.		12.50	100.00
Derigo. Dark pink.....	2.00	12.00	100.00
*Dictator. Dark pink. (R. C. or 2-in.) (Pat.)		30.00	250.00
*Orders cannot be accepted for less than 100 plants.			
Eleanor. Light salmon pink.....		7.00	60.00
Favorite. White	2.00	12.00	100.00
Golden Wonder. Yellow variegated ...		7.00	60.00
Giant Laddie. Salmon pink.....		10.00	90.00
Johnson's Crimson. Crimson.....		6.00	50.00
Joan Marie. White.....	2.00	7.00	60.00
King Cardinal. (Pat.) Scarlet.....	2.00	12.00	100.00

	Per doz.	Per 100	Per 1000
Lenora. Pink and white variegated	\$1.00	\$ 5.00	\$ 45.00
Light Pink. Abundance. (Pat.) Light pink	2.00	12.00	100.00
Maytime. Light pink.....	1.50	8.00	75.00
Maine Sunshine. Best yellow ...		7.00	60.00
New Deal Ward. Dark pink.. ...		6.00	50.00
Opal. (Pat.) Purple and white variegated	2.00	12.00	100.00
Olivette. New white.....		12.50	100.00
Pink Treasure. (Pat.) Light medium pink	3.00	20.00	150.00
Patrician. White	1.00	5.00	45.00
Puritan. Fine white.....		6.00	50.00
Paragon. Deep pink.....		8.00	70.00
Peter Fisher. Medium pink.....		7.00	60.00
Purity. Fine English white.....		7.00	60.00
Pelargonium. Orchid variegated... ..		12.50	100.00
Pink Abundance. Medium pink....	1.00	5.00	45.00
Potentate. Purple	1.00	6.00	50.00
Pharoah. Orange tipped red.....		15.00	125.00
Ruth Hengstenberg. Light pink....		12.50	100.00
Royal Purple. (Pat.) Crimson purple	3.00	20.00	150.00
Remembrance. (Pat.) Orchid pink..	3.00	20.00	150.00
Rosalie. (Pat.) Dark medium pink..	3.00	20.00	150.00
Rigoletto. Crimson	1.00	6.00	50.00
Seth Parker. (Pat.) Crimson.....	3.00	20.00	150.00
Snow White. Extra good white....		15.00	125.00
Spectrum Supreme. Scarlet.....	1.00	5.00	45.00
Virginia. Light pink.....	1.00	6.00	50.00
Vivian. Bright medium pink.....	1.00	5.00	45.00
Woburn. Crimson	1.50	8.00	75.00
Yellow Gold. (Pat.) Yellow.....	3.00	20.00	150.00

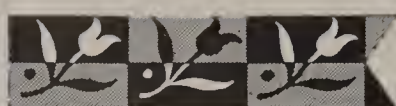
SPECIAL NOTE! If in the market for varieties other than those listed herein, please write us about your needs.



"Supreme" Quality



Bulbs - Plants



French and German Hydrangeas

HYDRANGEAS

Our supply of these important florists' plants is from a source that has proven dependable over the years. Delivery of rooted cuttings and small plants Spring 1940; larger plants Fall 1940.

New Hydrangea "STRAFFORD"

Strafford is a deep, clear, glowing pink with strong stems and very dark green foliage. A very hardy variety and an excellent keeper.

	100	1000
Rooted Cuttings	\$20.00	\$185.00
2 1/4" Plants	25.00	225.00

1939 Introduction

New Hydrangea "HELEN MERRITT"

(Plant Patent No. 276)

Seedling Cross: La Marne x M. Foch.

Color: Natural Deep Rose treated Hortense Violet.

Strong Rooted Cuttings. Per 100.....\$15.00

	100	100
2-inch Pots.....	\$20.00	5-inch Pots.....\$45.00
3-inch Pots.....	25.00	6-inch Pots..... 60.00
4-inch Pots.....	35.00	7-inch Pots..... 85.00

1939 INTRODUCTIONS NOT PATENTED

REGULA. Large; white.

WESPHALEN. Carmine. Excellent grower.

SONNENGRUSS. Rose. Beautiful flowers.

Rooted Cuttings: Per 100.....\$25.00 2-inch Pots, per 100.....\$30.00

3-inch Pots, per 100.....\$35.00

RECENT INTRODUCTIONS

All Top Notchers

- A. **ALTOONA.** Early. Clear pink.
- B. **EUROPA.** Early. Salmon-pink.
- C. **HAMBURG.** Early. Carmine.
- D. **KUNERT.** Early. Rose-pink. Blues fine.
- E. **SCH. PERLE.** Midseason. Large; pink. Blues easily.
- F. **MERVEILLE.** Midseason. Light red. Large flowers. Excellent.
- G. **ROSABELLE.** Midseason. Large flowers. Rose-pink.

ALL PRICES PER 100

Rooted Cuttings \$10.00; 2-in. \$15.00; 3-in. \$20.00

4-in. \$30.00; 5-in. \$40.00; 6-in. \$60.00

7-in. \$85.00

EXCELLENT KINDS

- U. **AMI PASQUAAR.** Early. Best red.
- V. **GISELHERR.** Midseason. Dark carmine-red.
- W. **HOLLANDIA.** Late. Beautiful salmon-red.
- X. **LOUIS SAVAGE.** Late. Excellent dark pink.
- Y. **MEIN LIEBLING.** Early. Dark pink.
- Z. **WILKOMEN.** Midseason. Brilliant pink.

Rooted Cuttings \$8.00; 2-in. \$12.00; 3-in. \$18.00

STANDARD VARIETIES

- 1. **SOUV. DE MME. CHAUTARD.** Early. Pink. Easy forcer.
- 2. **E. G. HILL.** Early. Clear pink. Blues easily.
- 3. **E. MOULIERE.** Early. Best white.
- 4. **LORELEI.** Early. Carmine-red.
- 5. **OTAKSA.** Late. The old reliable.
- 6. **RHEINGOLD.** Midseason. Brilliant pink.
- 7. **SPLENDENS.** Early. Glossy clear red.
- 8. **TROPHEE.** Early. Red.
- 9. **GERTRUDE GLAHN.** Midseason. Dark rose, or violet-blue.
- 10. **GOLIATH.** Midseason. Truly a giant. Blues fine.
- 11. **HELGE.** Early. Soft red.
- 12. **M. FOCH.** Early. Deep carmine.
- 13. **NIEDERSACHSEN.** Early. Excellent for blue.
- 14. **PARSIFAL.** Late. Red fringed petals.
- 15. **DEUTSCHLAND.** Early. Sturdy salmon-pink.
- 16. **M. BAARDSE.** Early. Salmon-red. Excellent.
- 17. **STEINMETZ.** Early. Excellent grower. Pink.

ALL PRICES PER 100

Rooted Cuttings \$5.00; 2-in. \$8.00; 3-in. \$12.00

4-in. \$25.00; 5-in. \$35.00; 6-in. \$50.00;

7-in. \$75.00; 8-in. \$125.00



POINSETTIAS
"THE BETTER VARIETIES"
 (Spring, 1940, Delivery)

Stock Plants of "Supreme" Quality

The Poinsettia Now Holds the Same Place in the Floral Kingdom at Christmas Time as Does the Lily at Easter Time

VARIETIES AND PRICES (Stock Plants)

Special Note: A saving for you. On all orders for Poinsettia stock plants placed before March 1st, 1940, freight will be prepaid to New York, Chicago, Philadelphia, Detroit, Cleveland, Cincinnati, Omaha and Kansas City, after which times prices quoted above are F. O. B. shipment, California.

Poinsettia Stock Prices for 1940:

***Ruth Ecke.** (Plant Patent No. 242.)

Oak Leaf.

Mrs. Paul Ecke.

St. Louis.

Henriette Ecke (Double).

Barbara Ecke.

Hollywood.

White. Useful for window decoration.

Pink.

Per 100.....\$15, \$25, \$35, \$50 (according to size)

Small one-year-old plants. Per 100.....\$10.00

Selected oversized plants. Per 100..... 60.00

*Sale of 2 1/4" plants of Ruth Ecke (Plant Patent No. 242) will be restricted to \$8.00 per 100 and \$75 per 1,000 for 1940.

New Poinsettia "Cathryn Reed"
(Variegated) (Pat.)

Ground work of leaf is bright green with silvery white border, bracts are of bright red, altogether providing a striking plant.

Price per 100. \$25, \$50 and \$75 (according to size)

Sale of 2 1/4 inch plants of "Cathryn Reed" will be restricted to \$10 per 100.

Paul Ecke, introducer of the new variety, "**Ruth Ecke**," says of it:

"Easy to root, branches freely, does not bruise in delivery, and has better color than Oak Leaf."

(Ecke knows Poinsettias)

CALCEOLARIAS

Produced by a Specialist who enjoys a High Reputation for Quality and Varieties of Highest Value. Delivery Fall, 1940.

New Introduction of High Value

***GREATER NEW YORK**

In all the finer shades and colors including 5 shades of Red, Yellow, Bronze, Honey-Dew, etc. Silver medal winner at New York World's Fair, 1939.

50 for.....\$13.00 100 for.....\$25.00

From 2 1/4 inch pots

From 2 1/4 Inch Pots
Per 100

Ramona. Lg. Multiflora Compacta. Excellent assortment of colors\$10.00

Valentine Greeting. Orange, yellow and red—very early..... 12.00

***Easter Greeting.** Good range of colors..... 12.00

Perfect Model Improved. Large flowers, fine colors..... 10.00

Goliath. Largest flowers, similar to Perfect Model..... 10.00

Feltham Glory. Rust and mahogany shades..... 10.00

Multana. Spotted self colors..... 8.00

MOTHER'S DAY VARIETIES GROWN FROM CUTTINGS

***Pure Flame.** Brilliant flame red..... 20.00

***Sensation.** Best Hybrid Calceolaria we have ever developed (in 6 fine colors)..... 15.00

Royal Red. Marvelous assortment of brilliant glowing reds..... 20.00

Golden Bronze Group. Fine assortment yellow, orange flame, apricot, bronze, golden brown..... 20.00

Stewartii. Canary yellow..... 18.00

Pink Beauty. Strawberry color..... 18.00

Golden Gem (Little Gem). Color of Stewartii, flowers one-third their size 18.00

***Perfection.** A real boon to florists—all colors, very strong grower 18.00

Vermillion Supreme. Sparkling vermillion red..... 18.00

Rosackers Brilliant. Deep red..... 18.00

*Varieties starred, we can specially recommend.

All plants are shipped in paper pots; all shipments made in white pine shipping cases.



MISCELLANEOUS PLANTS, ETC.

TABLE FERNS (SEEDLINGS) IN FLATS
(FOR JUNE DELIVERY)

These flats contain about 200 plants each, only one variety being in a flat, and we cannot supply less than a full flat of any one sort.

Adiantum Cuneatum	Pteris Cretica Albo Lineata
Adiantum Cuneatum Compactum	Pteris Mayi
Adiantum Hybridum	Pteris Rivertoniana
Aspidium Tsussimense	Pteris Tremula
Cyrtomium Rochfordianum Compactum	Pteris Victoriae
Pteris Adiantoides	Pteris Wilsoni
Pteris Alexandrae	Pteris Wimsetti
Pteris Argyraea	Pteris Wimsetti Multiceps
Pteris Magnifica	

Any of the above varieties at \$3.50 per flat. 10 flats or more at \$3.25 per flat. We cannot supply less than a full flat of a variety.

FICUS ELASTICA "RUBBER PLANTS"

Strong, moss rooted cuttings. This desirable house plant is again coming into favor with the public.

F. O. B. Shipment, New Orleans, La. Delivery April-May.
Prices on application

POLYANTHA, OR "BABY ROSES"

For Easter and Mother's Day forcing. Best forcing kinds.

Gloria Mundi. Brilliant orange-scarlet flowers.

"Baby Rambler." The original light crimson sort with fine heads of small flowers.

Triomphe Orleanais. Finest of the crimson Polyanthas.
. . . and all other worth-while kinds.

XXX Forcing Grade.
XX Forcing Grade.
X Forcing Grade.

Prices on application

CLIMBING ROSES
XXX Forcing Grade

Dorothy Perkins Pink

Eugene Jacquet. Large clusters of bright red double flowers.

Marie Gauchault. Brilliant light red and carmine-pink.

Paul's Scarlet.

Prices on application

SPIRAEA (Astilbe)

Pink Varieties.
White Varieties.

Prices on application

SPIRAEA (Astilbe)

It is important that roots be FROZEN before planting. Grow 90 days for Easter flowering; 75 days for Mother's Day flowering.

FUNKIA

Undula Variegata. Potted about February they will in a comparatively short time provide most attractive pot plants. The white and green foliage makes this Funkia ideal for use in combination pots and boxes for Easter, etc.

Price: Per 10.....\$1.50 Per 100.....\$10.00



Hahn's Branching Ivy

HAHN'S BRANCHING IVY

This small-leaved English Ivy has become "A-1 Best Seller" with the plant trade throughout the country. Many repeat orders for same during the past year suggest that "Hahn's Branching Ivy" has become a great favorite with the public—a sample shipment will convince you of its value. Easily propagated.

2¼-inch. 100.....	\$10.00	2¼-inch. 1000.....	\$90.00
3-inch. 100.....	25.00	Rooted Cuttings:	
4-inch. 100.....	35.00	Per 1000.....	25.00
5-inch. 100.....	50.00	F.O.B. Shipment Pennsylvania	

HAHN'S NEW MINIATURE IVY

Also called "Merion Ivy."

A most desirable addition to the Ivy family.

2-inch. Per 100.....	\$10.00	5-inch Heavy. Per 100....	\$100.00
2½-inch. Per 100.....	15.00	6-inch. Per 100.....	150.00
3-inch. Per 100.....	35.00	6-inch Heavy. Per 100....	200.00
4-inch. Per 100.....	50.00	Rooted Cuttings: Per 1000.	35.00
5-inch. Per 100.....	75.00	F. O. B. Shipment Pennsylvania.	

STEPHANOTIS

Now in much favor for cut flowers or as a pot plant. Stephanotis Floribunda is rapidly gaining popularity as a spring-flowering pot plant. This plant has always been grown for cut flowers and not until the past few years did it find a place as a potted plant. Stephanotis is a vine which grows rapidly after it has been well established, has good foliage and will carry as high as 300 to 500 flowers at one time. The flowers are white and will last well on the plant. This plant will flower over six months and when not in flower is an attractive foliage plant.

PRICES:

	Lots of 10	Lots of 100	Lots of 1000
2½-inch	\$0.20 each	\$0.15 each	\$0.10 each
3-inch30 "	.25 "	.20 "
4-inch35 "	.30 "	.25 "
5-inch75 "	.65 "	.50 "
6-inch	1.00 "	.85 "	.75 "
7-inch	1.50 "	1.25 "	1.00 "

250 at 1000 Lot Price. 12 or more at 100 Lot Price.

F.O.B. Shipment California

COMMERCIAL FLORICULTURE, by Fritz Bahr. Fourth edition.

Author of "The Week's Work" in each issue of The Florists' Exchange. Revised, enlarged and brought thoroughly up to date. A practical manual for the retail grower. The best book for the all-around florist. A guide to the inexperienced, showing the profitable methods of growing and selling flowers, and a help to the experienced as a volume of reference and reminder. Part I is devoted to opportunities and responsibilities of the florist's business. Part II has 300 pages of cultural information, written by a retail grower of lifelong experience. 646 pages. Illustrated.....\$5.50

CHRYSANTHEMUMS

SELECTED ROOTED CUTTINGS

New and Standard Varieties

Produced by the well-known specialists, Messrs. Yoder Bros., whom we might say, enjoy the happy faculty of supplying

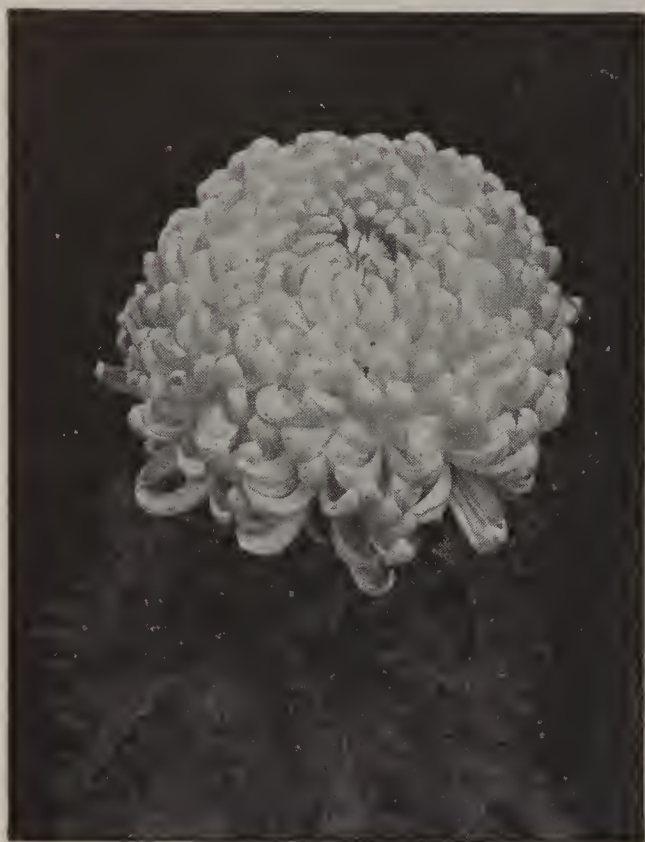
"QUALITY AND SERVICE THAT SATISFIES"

In our Novelty Section will be found introductions by V. R. De Petris, Bristol Nurseries and Yoder Brothers. Descriptions are by the originators.

Early orders will, we believe, result to our mutual advantage. Please state on your requisition as to when delivery is desired.

Many of the largest growers in America have decided that it is more profitable to secure cuttings every year at the low prices offered rather than propagate their own stock. This enables the florists to assure themselves of robust plants free from disease and true to name.

Look this list over carefully for better varieties. Should you require information, write us. We will advise you what the large growers are producing. If you are having trouble with any of your varieties we will try to recommend better ones.



SPECIAL EARLY ORDER DISCOUNT. When an order is placed two months, or more, in advance of delivery date, a discount of 5% is allowed, **provided delivery date is April 1st, or later.** Be sure to show on your order, date cuttings are wanted.

Special Discounts for Large Orders:

The following discounts, for quantities given, will apply on orders placed **at one time** for the quantity on which discount is taken.

- 5% discount for an order of 10,000
- 7½% discount for an order of 25,000
- 10% discount for an order of 50,000

Please note accompanying schedule showing rates per 100 and corresponding rates per 10. **We do not supply less than 10 of any variety,** except first year Novelties.

Rate per 100	Rate per 10	Rate per 100	Rate per 10
\$3.00	\$.50	\$ 8.00	\$1.50
4.00	.50	10.00	1.50
5.00	1.00	12.00	2.00
6.00	1.00	15.00	2.50
7.00	1.25	20.00	3.00

Please Note:

In figuring your order, please note that ten cuttings are billed at the ten rate; 15 or 20 also at the ten rate; 25 cuttings at the hundred rate; 250 cuttings or more, of one variety, at the thousand rate. **Please note this carefully.** Also, if your order should total 900 cuttings (for example: 100 each of 9 varieties at \$3.00, total \$27.00, while if 1000 are ordered, the thousand rate would apply at \$27.50). This point should be watched in figuring your order so that you may have advantage of the thousand rate, on the entire order. Thus, you will note, 1000 cuttings can be purchased for just a little more at the thousand rate, than 900 cuttings figured at the hundred rate. **Watch this.**

Because of the perishable nature of Mum Cuttings, we do not send them C. O. D. but when necessary to do so, we request that 50% of the amount be enclosed with your order.

Shipping Information:

All our stock is propagated at Barberton, Ohio, from where it is shipped by Express Collect. We do not advocate shipping chrysanthemum cuttings via parcel post.

SPECIAL NOTE !

If in doubt as to varieties best suited to your needs we shall be glad to make selection (without responsibility to ourselves, however), if you will indicate colors desired, type and whether early, medium or late-flowering sorts are wanted.

Also in this catalog are two duplications of names, as follows:

December Glory—A large mum.
December Glory—A pompon.

Innocence—A hardy Korean pompon.
Smith's Innocence—A white anemone.

When either of these varieties is ordered, kindly specify clearly which is intended.



CHRYSANTHEMUM NOVELTIES

Strong Rooted Cuttings

NATOMA (*De Petris Introduction*)

An excellent large flowered pompon which matures about October 25. A good producer and sturdy grower with rigid stems and beautiful foliage. Possesses good form and excellent spray formation.

Color, brilliant tomato red with an attractive sheen typical to Korean hybrids. An extremely attractive shade which makes it stand out above others.

We recommend Natoma as an excellent addition, which is certain to become popular as an excellent early pompon with an attractive fall color. A good variety for shading.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

DECEMBER GOLD (*De Petris Introduction*)

A large pompon maturing December 5 and later.

Excellent growing habit with good stem and foliage.

Intense gold color which is quite brilliant and appealing.

An excellent producer, which should make it a favorite with both grower and retailers.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

PROSPERITY (*De Petris Introduction*)

A late deep pink pompon which matures about the 10th of December. An excellent grower and heavy producer which will meet with favor with anyone who can use this color.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

SILVER EMBLEM (*De Petris Introduction*)

A white anemone with creamy white cushion suitable for growing in sprays.

An excellent grower with good stem and foliage, with average production. The originator does not claim this is an outstanding variety, but it is the best daisy type anemone to date.

Very useful where pure white flowers are needed.

Matures about November 1.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

POMPONETTE (*Bristol Introduction*)

A new and distinct type of pompon particularly suited to pot culture. Its habit is dwarf, compact and branching, forming a finished plant about 12-15 inches in height. Grown in cold frames without protection it will flower naturally about September 20th — under glass in early October, so that its season can be timed readily. It requires little or no pinching. Blossoms are comparatively large, 2½ inches across and very double. Color is warm bronze in the bud or partially opened flower finishing a clear primrose yellow. It should prove an ideal subject for pot culture.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

MELODY (*Bristol Introduction*)

A splendid free-flowering single Korean quite distinct in its rugged branching habit and fine effect. Flowers are all of medium size, with three rays of petals and slightly cupped in form. It handles splendidly as a cut flower. Color is a lovely soft daphne shade. In full flower late October. Height 3 feet.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

SWAN (*Yoder Introduction*)

A large white anemone with a crystal clear white, informal type petal, of good substance, and a chartreuse green center which gradually changes with fuller development to a clear white.

Blooms December 1-10.

Flowers attain a diameter of about 4 inches when disbudded to 3 flowers per spray; can also be grown disbudded to 1 flower.

A free grower with relatively small foliage.

Takes water freely; ships unusually well and is a very good keeper.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

GLEAM (*Yoder Introduction*)

A large anemone with a low well proportioned center.

Color is a clear deep sulphur yellow which does not fade.

Blooms about December 5.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

BLAZE (*Yoder Introduction*)

A red single which blooms December 10-15 and can be held for Christmas. Color is a deep glowing cardinal red.

Flowers are 2 inches in diameter on long graceful petioles.

This variety is a vigorous grower, tall, has attractive small dark green foliage; is free of blind growth; a good producer and easy to grow.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

FAWN (*Yoder Introduction*)

A bright golden yellow single. Blooms December 5.

Flowers are 2 inches in diameter, with 5-6 rows of sturdy petals.

This variety has a good wiry habit of growth, attains a medium height and fills the need for a good quality, late, yellow single.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

VIKING (*Yoder Introduction*)

A heavy petaled bronze single.

Color is an intense, deep bronze on immature petals shading to a golden bronze as they mature. Blooms December 1.

Flowers attain a diameter of 2½ inches. The 5-6 rows of petals are so arranged as to give depth and design to the flower.

This variety makes a strong vigorous growth and is a fair producer.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

PEARL (*Yoder Introduction*)

A large pompon, clear opaque white, of unique globular form.

Blooms about November 20, just after Chicago Pearl, which variety it resembles.

A fast growing, strong, wiry stem; relatively small foliage, and a good producer.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

SNOW (*Yoder Introduction*)

A medium sized ivory white pompon that blooms December 25 and later. Flowers are well spaced on a good strong spray.

Growth is very sturdy; plants attain medium height.

This is a good quality pompon to bloom with Garza Supreme.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

YELLOW PRINCETON (*Yoder Introduction*)

A bright yellow sport from Princeton. Color is a clear yellow with none of the orange shading found in variety Princeton.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

DARK PINK VALENCIA (*Thos. J. Sullivan*) (*Yoder Introduction*)

A deep pink sport from Valencia. It differs from that variety in color only. The color however is sufficiently intensified to make this a distinct new addition to the list of pink singles.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000

YELLOW CHATTANOOGA, IMP. (*Vaughan Introduction*)

A sport of Chattanooga that retains its vigorous growth and fine form.

Price for Rooted Cuttings: \$2.50 per 10, \$15 per 100, \$125 per 1000



CHRYSANTHEMUMS

STRONG ROOTED CUTTINGS

Large Flowering Commercial Varieties

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
Adonia. Pink	M.	Sept. 5	Oct. 25	\$ 7.00	\$ 65.00
Albatross. Pure white.....	M.	Ter. Bud	Oct. 25	12.00	100.00
Ambassador. Creamy white.....	M.	Ter. Bud	Oct. 20	3.00	27.50
Andrew Schmidt. Dark pink. Sport from Seidewitz	T.	Sept. 15	Nov. 30	3.00	27.50
Anna Kaskas. Golden bronze.....	T.	Sept. 5	Nov. 5	3.00	27.50
†Apricot Queen. Orange bronze.....	S.	Sept. 5	Nov. 1	3.00	27.50
Betsy Ross. White.....	T.	Aug. 25	Nov. 5	3.00	27.50
Blazing Gold. Golden yellow.....	M.	Ter. Bud	Oct. 25	12.00	100.00
†Bonnaffon DeLuxe. Golden yellow..	S.	Sept. 10	Nov. 20	5.00	40.00
Bonnaffon Shibuya. Yellow.....	S.	Ter. Bud	Nov. 20	3.00	27.50
Bronze Frick. Bronze. Sport from Helen Frick	S.	Sept. 10	Nov. 25	3.00	27.50
Bronze Gem. Dark bronze.....	T.	Sept. 10	Nov. 20	3.00	27.50
†Bronze Lode. Light bronze. Sport from Gold Lode.....	M.	Aug. 25	Oct. 1	4.00	35.00
Camilla. White	T.	Aug. 25	Oct. 18	3.00	27.50
†Cardonia. Deep rich yellow.....	M.	Sept. 5	Nov. 1	3.00	27.50
†Celestra. Bright yellow.....	M.	Ter. Bud	Oct. 10	3.00	27.50
Chadwick, Bronze. Bronze.....	M.	Ter. Bud	Nov. 25	3.00	27.50
Chadwick, Golden. Yellow.....	M.	Ter. Bud	Nov. 25	3.00	27.50
Chadwick, Pink. Pink.....	M.	Ter. Bud	Nov. 25	3.00	27.50
Chadwick, White. White.....	M.	Ter. Bud	Nov. 25	3.00	27.50
Chas. Rager. White.....	M.	Sept. 15	Nov. 10	3.00	27.50
Chas. W. Johnson. Creamy white..	M.	Sept. 10	Oct. 30	3.00	27.50
Chattanooga. White	M.	Sept. 20	Nov. 25	3.00	27.50
†Christina. White. Sport from Rose Chochard	S.	Aug. 25	Oct. 20	3.00	27.50
Chrysolora. Light yellow.....	M.	Aug. 15	Oct. 15	3.00	27.50
Citronella. Light yellow.....	S.	Aug. 31	Oct. 25	3.00	27.50
Col. F. M. Alger. Pernet yellow..	M.	Sept. 5	Nov. 5	8.00	75.00
Columbus Dispatch. Deep yellow. Large bloom	M.	Sept. 1	Nov. 15	3.00	27.50
Corona. Deep yellow.....	T.	Ter. Bud	Oct. 25	3.00	27.50
December Beauty. White, tinged with pink	M.	Oct. 1	Dec. 1	3.00	27.50
December Beauty, Imp. Pure white. Sport from December Beauty.....	M.	Oct. 1	Dec. 1	8.00	75.00
December Glory. White.....	M.	Sept. 30	Dec. 1	3.00	27.50
December Queen. Yellow.....	T.	Ter. Bud	Dec. 1	3.00	27.50
Detroit News. Bronze.....	M.	Aug. 30	Oct. 25	3.00	27.50
Distinction. Pink	M.	Ter. Bud	Nov. 25	3.00	27.50
Dr. Enguehard. Rose pink.....	M.	Sept. 5	Nov. 25	3.00	27.50
Early Frost. White.....	S.	Early	Early	3.00	27.50
Edgar Stillman Kelly. White.....	M.	Sept. 15	Nov. 15	3.00	27.50
Edwin Seidewitz. Bright pink.....	T.	Sept. 15	Nov. 30	3.00	27.50
Evening Star. Pink.....	T.	Sept. 15	Nov. 1	3.00	27.50
†Favorite. White	M.	Sept. 15	Nov. 15	3.00	27.50
†Floyd Gibbons. Salmon pink with buff reverse	S.	Sept. 15	Nov. 10	3.00	27.50
Friendly Call. Buff yellow.....	T.	Ter. Bud	Nov. 25	5.00	40.00
Friendly Rival. Golden yellow.....	M.	Sept. 10	Nov. 20	3.00	27.50
Garnet King. Deep, bright red.....	M.	Sept. 20	Nov. 20	3.00	27.50
Gladys Pearson. Light bronze.....	M.	Sept. 30	Nov. 25	3.00	27.50
Glenview. Bronze	S.	Sept. 10	Nov. 25	3.00	27.50
†Glitters. Bright bronze.....	M.	Ter. Bud	Nov. 1	3.00	27.50
†Gold Lode. Yellow.....	M.	Aug. 25	Oct. 1	3.00	27.50
Golden Arbina. Golden yellow.....	M.	Ter. Bud	Nov. 25	5.00	40.00
Golden Celebration. Light yellow..	M.	Sept. 15	Nov. 20	3.00	27.50
†Golden Glory. Golden yellow.....	S.	Aug. 25	Nov. 1	3.00	27.50
Golden Glow, Imp. Yellow.....	M.	Aug. 1	Oct. 1	3.00	27.50
Golden Mrs. Ross. Golden yellow (Improved Nellie T. Ross).....	T.	Early Oct.	Nov. 30	3.00	27.50
Golden Oak. Golden bronze.....	M.	Ter. Bud	Nov. 20	6.00	50.00
Golden October. Rich golden yellow.	M.	Aug. 25	Oct. 10	3.00	27.50
Golden Pearson. Yellow. Sport from Gladys Pearson	M.	Sept. 30	Nov. 25	3.00	27.50
Golden Seidewitz. Yellow	T.	Sept. 15	Nov. 30	3.00	27.50
†Golden Wave. Yellow	S.	Sept. 5	Oct. 20	3.00	27.50
Good News. Yellow. Sport from Detroit News	M.	Aug. 30	Oct. 25	3.00	27.50
Governor Green. Crimson, with old gold reverse	S.	Aug. 15	Oct. 15	3.00	27.50
Harvard. Crimson	M.	Sept. 30	Nov. 30	3.00	27.50
Helen Frick. Pink.....	M.	Sept. 10	Nov. 25	3.00	27.50
Hilda Bergen. Bronze.....	M.	Aug. 25	Oct. 25	3.00	27.50
†Honey Dew. Yellow.....	S.	Ter. Bud	Nov. 15	3.00	27.50
Indianapolis Pink. Light lavender. Darker reverse	M.	Ter. Bud	Nov. 15	6.00	50.00
Indian Chief. Deep reddish bronze with golden buff reverse.....	M.	Sept. 5	Nov. 10	4.00	35.00
Indianola. Light bronze.....	M.	Aug. 25	Oct. 10	3.00	27.50
Jubilee. Clear Bonnaffon yellow....	S.	Ter. Bud	Nov. 15	12.00	100.00
†Justrite. Pink	S.	Ter. Bud	Oct. 15	3.00	27.50
J. W. Prince. Light pink. (Improved Chieftain)	S.	Aug. 30	Nov. 1	3.00	27.50
Keystone. Bronze	M.	Aug. 30	Oct. 25	\$3.00	\$27.50
Leroy Zang. Yellow. Sport from Golden Pearson	M.	Sept. 30	Nov. 25	3.00	27.50
Loretta. Intense yellow.....	S.	Aug. 30	Nov. 30	7.00	65.00
Lustre. Pink	S.	Aug. 25	Oct. 10	3.00	27.50
Major Bonnaffon. Yellow	S.	Sept. 10	Nov. 20	3.00	27.50
Major Edward Bowes. Pink.....	M.	Aug. 30	Oct. 20	3.00	27.50
Marie de Petris. Yellow.....	S.	Sept. 15	Nov. 25	3.00	27.50
Marketeer. White	M.	Ter. Bud	Nov. 20	6.00	50.00
Mefo. White	M.	Sept. 20	Nov. 20	3.00	27.50
Miss Flora Bowers. White.....	M.	Sept. 5	Nov. 30	7.00	65.00
Mistletoe, Bronze. Bronze.....	M.	Sept. 30	Dec. 15	3.00	27.50

*—Good disbudded.

†—Good as pot plants.

Large Flowering Commercial Varieties (Continued)

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
Mistletoe Golden. Yellow.....	M.	Sept. 30	Dec. 15	3.00	27.50
Mistletoe, Pink. Pink	M.	Sept. 30	Dec. 15	3.00	27.50
Mistletoe, White, Imp. White.....	M.	Sept. 30	Nov. 30	3.00	27.50
Mohawk Chief. Crimson.....	M.	Oct. 1	Nov. 15	3.00	27.50
Monument. White	M.	Sept. 10			
Mrs. A. J. Stahelin. Bronze with reverse petals yellow.....	M.	Ter. Bud	Nov. 15	3.00	27.50
Mrs. David F. Roy. Crimson with bronze reverse	S.	Sept. 15	Nov. 15	3.00	27.50
Mrs. H. E. Kidder. Bright yellow..	M.	Aug. 25	Oct. 25	3.00	27.50
Mrs. Wm. Thaw, Jr. Yellow.....	T.	Sept. 10	Nov. 10	3.00	27.50
Oak Leaf. Dark bronze.....	M.	Sept. 30	Nov. 25	3.00	27.50
Oconto. White	M.	Aug. 25	Oct. 15	3.00	27.50
October Rose. Pink.....	M.	Sept. 5	Oct. 20	3.00	27.50
Old Rose. Pink.....	M.	Sept. 10	Nov. 1	3.00	27.50
Orchid Queen. Orchid pink.....	M.	Ter. Bud	Nov. 10	6.00	50.00
†Peter John. Light pink. Sport from Thanksgiving Pink	S.	Sept. 15	Nov. 25	3.00	27.50
Pink Chief. Pink	T.	Ter. Bud	Oct. 15	3.00	27.50
Pink Dawn. Light pink.....	M.	Sept. 10	Oct. 25	5.00	40.00
Pink Delight. Rose pink.....	T.	Sept. 10	Nov. 1	3.00	27.50
Pink Treasure. Pink	S.	Sept. 20	Nov. 10	3.00	27.50
Quaker Maid. White.....	M.	Aug. 25	Oct. 5	3.00	27.50
R. B. Mellon. Light bronze.....	T.	Sept. 1	Nov. 1	3.00	27.50
Richmond. Yellow	M.	Aug. 25	Nov. 30	3.00	27.50
R. M. Calkins. Golden yellow.....	M.	Sept. 20	Nov. 25	3.00	27.50
Rosa Raisa. Pink.....	S.	Sept. 20	Oct. 20	3.00	27.50
†Rose Chochard. Pink	S.	Aug. 15	Oct. 20	3.00	27.50
Rose Glory. Pink	M.	Ter. Bud	Oct. 1	3.00	27.50
Rose Marie. Pink	T.	Aug. 5	Oct. 20	3.00	27.50
Rose Perfection. Pink	S.	Sept. 10	Nov. 10	3.00	27.50
Secretary Nehrling. Buff yellow..	M.	Sept. 15	Nov. 20	3.00	27.50
Silver Dawn. White	M.	Aug. 25	Oct. 20	3.00	27.50
Silver Sheen. White	M.	Aug. 30	Oct. 5	3.00	27.50
Smith's Early White. White.....	T.	Aug. 10	Dec. 15	3.00	27.50
Smith's Late White. White.....	S.	Sept. 30	Oct. 25	3.00	27.50
†Smith's Superlative. Golden yellow.	M.	Aug. 25	Oct. 25	3.00	27.50
Snow White. White.....	M.	Ter. Bud	Nov. 1	3.00	27.50
Stately White. White.....	T.	Ter. Bud	Nov. 1	3.00	27.50
Sunglow. Yellow	M.	Aug. 25	Oct. 25	3.00	27.50
†Sun Gold. Yellow.....	M.	Sept. 30	Nov. 25	3.00	27.50
Tekonsha. Bronze.....	M.	Sept. 10	Nov. 25	3.00	27.50
†Thanksgiving Pink. Dark pink....	S.	Sept. 15	Nov. 20	3.00	27.50
Timothy Eaton. White.....	M.	Sept. 15	Oct. 10	3.00	27.50
Tints of Gold. Bronze.....	M.	Aug. 15			
Tobin's Late Yellow. Yellow. Sport from Smith's Late White.....	S.	Sept. 30	Dec. 15	3.00	27.50
Tobin's Late Yellow, Imp. Deep yellow. Sport from Tobin's Late Yellow	S.	Sept. 30	Dec. 15	8.00	75.00
Tom Browne. White.....	M.	Ter. Bud	Nov. 20	3.00	27.50
White Chief. White	M.	Ter. Bud	Oct. 20	3.00	27.50
White Chieftain. White	S.	Aug. 30	Nov. 1	3.00	27.50
White Distinction. White	M.	Ter. Bud	Nov. 25	3.00	27.50
White Frick. White. Sport from Helen Frick	S.	Sept. 10	Nov. 25	3.00	27.50
White Seidewitz. White	T.	Sept. 15	Nov. 30	3.00	27.50
White Treasure. White, slight pink shading	T.	Oct. 15	Dec. 15	7.00	65.00
Whittier. Yellow	M.	Sept. 15	Nov. 15	3.00	27.50
William Didden. Yellow. Sport from Indianola	M.	Aug. 25	Nov. 1	4.00	35.00
Windsor Gold. Deep golden yellow.	M.	Ter. Bud	Oct. 20	3.00	27.50
Yellow Ambassador. Yellow. Sport from Ambassador	M.	Ter. Bud	Nov. 25	3.00	27.50
Yellow Chattanooga. Light yellow..	M.	Sept. 20	Nov. 1	4.00	35.00
Yellow Chieftain. Yellow	S.	Aug. 30	Dec. 1	3.00	27.50
Yellow December Glory. Light yellow	M.	Sept. 30	Early	3.00	27.50
Yellow Frost. Yellow	S.	Early	Nov. 10	3.00	27.50
Yellow Gold. Bright golden yellow..	T.	Ter. Bud			
Yellow Mefo. Yellow. Sport from Mefo	M.	Sept. 20	Nov. 20	3.00	27.50
Yellow Monument. Yellow. Sport from Monument	M.	Sept. 10	Nov. 15	3.00	27.50

Exhibition Varieties

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
Alice Benson. White.....	M.	Aug. 30	Nov. 1	\$8.00	\$75.00
Dr. J. M. Inglis. Wine purple amaranth with silver reverse.....	T.	Aug. 25	Nov. 1	8.00	75.00
Golden Majestic. Bright yellow....	S.	Aug. 20	Nov. 1	8.00	75.00
Grace Sturgis. Wine red with pinkish-silver reverse	T.	Aug. 25	Oct. 20	6.00	50.00
Harvest Moon. Bright yellow.....	S.	Ter. Bud	Oct. 25	10.00 per doz.	
J. R. Booth. Yellow.....	M.	Aug. 15	Nov. 1	8.00	75.00
La France. Purple.....	M.	Aug. 15	Nov. 1	6.00	50.00
Louisa Pockett. White.....	M.	Aug. 15	Nov. 10	8.00	75.00
Majestic. Clear, shiny amber bronze.	S.	Aug. 20	Nov. 1	8.00	75.00
Marian H. Uffinger. Bronzy crimson with a gold reverse.....	M.	Aug. 20	Nov. 1	8.00	75.00
Mrs. G. G. Mason. Blood red with golden reverse	M.	Aug. 20	Nov. 1	8.00	75.00
Mrs. H. S. Firestone. Chamois buff..	S.	Aug. 25	Nov. 1	8.00	75.00
Mrs. Jules Leeds. Blood red.....	S.	Aug. 25	Nov. 10	8.00	75.00
Nagiroc. Golden bronze.....	M.	Aug. 15	Nov. 1	8.00	75.00

T—Tall.

M—Medium.

S—Short.

CHRYSANTHEMUMS
STRONG ROOTED CUTTINGS

Exhibition Varieties (Continued)

Nerissa. Rosy lavender.....M.	Sept. 5	Nov. 5	8.00	75.00
Red Majestic. Bronzy red.....S.	Aug. 25	Nov. 1	8.00	75.00
Thos. W. Pockett. Pink.....M.	Aug. 15	Nov. 10	8.00	75.00
Turner, Bronze. Light bronze.....M.	Aug. 25	Nov. 5	6.00	50.00
Turner, Pink. (Mrs. Leslie Davis). Pink..M.	Aug. 25	Nov. 5	6.00	50.00
Turner, William. White.....M.	Aug. 25	Nov. 5	6.00	50.00
Turner, Yellow. Yellow.....M.	Aug. 25	Nov. 5	6.00	50.00
Vermont. Pink.....T.	Aug. 25	Nov. 10	8.00	75.00
W. H. Waite. Bronze.....S.	Aug. 15	Nov. 5	6.00	50.00
W. H. Waite, Imp. Red.....S.	Aug. 15	Nov. 5	6.00	50.00
Yellow Pockett. Yellow.....M.	Aug. 15	Nov. 10	8.00	75.00

Odd Formed—Feathery and Threadlike—Varieties

Name and Description	Height	Select Bud	Matures	Price per 100	1000
Benten. Bronze and deep red tips with green center.....	M.	Ter. Bud	Nov. 10	\$6.00	\$50.00
Japanese Maiden. Yellow.....	M.	Ter. Bud	Nov. 25	6.00	50.00
Miss Gena Harwood. Rosy mauve.....	M.	Ter. Bud	Nov. 5	6.00	50.00
Ohkwan. Yellow	M.	Ter. Bud	Nov. 1	6.00	50.00
Patricia Grace. Shell pink.....	M.	Ter. Bud	Nov. 5	6.00	50.00
Peggy Ann Hoover. Lavender.....	S.	Ter. Bud	Nov. 5	6.00	50.00
Pride of Tokyo. Creamy pink. A novelty with odd tubular petals..	T.	Ter. Bud	Nov. 10	6.00	50.00
Rayonnante. Rose pink.....	M.	Ter. Bud	Nov. 5	6.00	50.00
Sam Caswell. Bright rose.....	M.	Ter. Bud	Nov. 1	6.00	50.00
The Dean. White.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Unique. Rich wine red.....	T.	Ter. Bud	Dec. 1	6.00	50.00
Yellow Taggart. Yellow quilled petals covered with hair.....	M.	Ter. Bud	Nov. 1	6.00	50.00
Yomei. Golden tube petals with red spoon-end tips	M.	Ter. Bud	Nov. 10	6.00	50.00

Pompon and Decorative Commercial Varieties

The term pompon is applied to those varieties which are of the true rounded type, and those very nearly approaching this type. Decorative varieties are those which are a distinct departure from the rounded type. Their flowers are less compact, partly reflexed and display more of the color of the inner side of the petals. Size of flower is indicated by S—small; Int.—intermediate; L—large.

Name and Description	Height	Type	Matures	Price per	
				100	1000
*Acto. Rose-pink	M.	L. Pompon	Nov. 1	\$3.00	\$27.50
Adelaide. Mahogany	M.	S. Pompon	Oct. 15	3.00	27.50
Agate. Yellow with red eye.....	S.	S. Pompon	Oct. 25	3.00	27.50
Alecia. Bronze	M.	S. Pompon	Oct. 30	3.00	27.50
†Alice. Pink	M.	Int. Dec.	Nov. 15	3.00	27.50
Amaranthea. Purplish crimson....	M.	Int. Pompon	Dec. 10	7.00	65.00
†*Angello. Light pink.....	S.	L. Pompon	Oct. 25	3.00	27.50
Arcadia. Pure white.....	M.	Int. Pompon	Oct. 25	4.00	35.00
Avalon. Orange bronze.....	M.	Int. Dec.	Nov. 25	3.00	27.50
†Baby. Yellow	S.	S. Pompon	Nov. 10	3.00	27.50
*Ball of Gold. Yellow.....	M.	Int. Pompon	Nov. 20	3.00	27.50
Betty Price. Brilliant orange bronze..	M.	S. Pompon	Nov. 25	3.00	27.50
Betty Watkins. Bronzy yellow.....	M.	Int. Pompon	Nov. 25	3.00	27.50
Beuneta. Bronze tipped with gold..	M.	S. Pompon	Nov. 25	3.00	27.50
Big Baby. Yellow.....	M.	S. Pompon	Nov. 25	3.00	27.50
Bobbie. Creamy white.....	M.	S. Pompon	Nov. 20	3.00	27.50
†Bonniebell. Orange buff.....	S.	S. Pompon	Oct. 15	3.00	27.50
Bonnie Maid. Pink.....	M.	Int. Pompon	Oct. 20	3.00	27.50
Bridal Bells. White.....	M.	Int. Dec.	Dec. 15	3.00	27.50
Bright Spot. Shell pink. Bright cen- ter	M.	S. Pompon	Oct. 25	6.00	50.00
Bristolite. Bronze	M.	Int. Pompon	Nov. 25	3.00	27.50
Bronze Beauty. Bronze	M.	Int. Pompon	Nov. 25	3.00	27.50
Bronze Doty. Bronze	M.	Int. Pompon	Nov. 1	3.00	27.50
Bronze Ermalinda. Dark bronze....	M.	S. Pompon	Oct. 25	3.00	27.50
Bronze Queen. Dark bronze.....	T.	S. Pompon	Oct. 25	3.00	27.50
Buttercup. Yellow	T.	Int. Pompon	Dec. 5	3.00	27.50
Campfire. Red	T.	Int. Dec.	Nov. 20	3.00	27.50
*Capt. Blood. Red with gold tips....	M.	L. Dec.	Nov. 25	4.00	35.00
Capt. Cook. Pink	T.	Int. Pompon	Oct. 20	3.00	27.50
†Carlina Lee. Dark rich red.....	M.	Int. Dec.	Oct. 20	5.00	40.00
Catherine. Bronze	M.	Int. Dec.	Nov. 20	3.00	27.50
Cavalcade. Mandarin red—golden bronze reverse	M.	Int. Pompon	Dec. 10	8.00	75.00
Chicago Pearl. White.....	M.	Int. Pompon	Nov. 15	3.00	27.50
Christmas Cheer. Deep yellow....	M.	Int. Pompon	Dec. 15	3.00	27.50
Christmas Gold. Bright yellow....	M.	S. Pompon	Dec. 1	3.00	27.50
Clara Jameson, Imp. Bronze.....	M.	S. Pompon	Oct. 15	3.00	27.50
Clare. White	S.	S. Pompon	Nov. 15	3.00	27.50
Cora Peck Buhl. Yellow.....	T.	Int. Pompon	Oct. 25	3.00	27.50
Cordova. White	M.	Int. Dec.	Nov. 25	3.00	27.50
Creole. Bronze	T.	Int. Pompon	Nov. 5	3.00	27.50
Crystal Jewell. White.....	T.	S. Pompon	Nov. 20	3.00	27.50
*Crystal White. White.....	T.	Int. Pompon	Nov. 10	3.00	27.50
Dainty Maid. White, tinged with pink	M.	S. Pompon	Nov. 1	3.00	27.50
†Dark Pink Jewell. Dark pink. Sport from Jewell	S.	S. Pompon	Oct. 15	4.00	35.00
December Glory. White.....	M.	Int. Dec.	Dec. 5	3.00	27.50
Derigold. Lemon yellow.....	M.	Int. Pompon	Nov. 10	6.00	50.00
Dorothy Nehrling. Deep rose-pink..	M.	S. Pompon	Nov. 15	3.00	27.50
Dorothy Turner. Bronze	M.	Int. Pompon	Nov. 25	3.00	27.50
Dream. Pink	M.	Int. Dec.	Nov. 20	3.00	27.50
Dusky Maid. Rich red and gold....	T.	Int. Pompon	Nov. 25	12.00	100.00

†—Good as pot plants.

*—Good disbudded.

Pompon and Decorative Commercial Varieties
(Continued)

Name and Description	Height	Type	Matures	Price per 100	1000
Earliwhite. White	M.	Int. Pompon	Oct. 10	3.00	27.50
Ecstasy. Clear Pink.....	T.	Int. Pompon	Oct. 25	3.00	27.50
*Edith Newberry. Orange rust.....	T.	L. Dec.	Nov. 5	3.00	27.50
Elizabeth Peterson. Orange bronze..	M.	Int. Dec.	Oct. 25	4.00	35.00
Elletra. Pure even bronze.....	M.	Int. Pompon	Dec. 1	7.00	65.00
Elora. Pearly white.....	M.	L. Pompon	Nov. 1	3.00	27.50
Ermalinda. Old rose.....	M.	S. Pompon	Oct. 25	3.00	27.50
†Ethel. Bronze	M.	S. Pompon	Oct. 25	3.00	27.50
Fez. Deep bronze.....	M.	S. Pompon	Nov. 10	3.00	27.50
*Fire Ball. Bright crimson.....	T.	L. Pompon	Nov. 1	3.00	27.50
Fire Bird. Red bronze.....	M.	Int. Dec.	Oct. 25	3.00	27.50
Glow. Orange. Reddish orange at center	M.	Int. Pompon	Nov. 25	3.00	27.50
*Gold Coin. Yellow	M.	Int. Pompon	Dec. 1	3.00	27.50
Gold Drop. Old gold.....	M.	Int. Pompon	Nov. 1	3.00	27.50
Gold Finch. Yellow.....	M.	Int. Pompon	Oct. 20	3.00	27.50
†Gold Mine. Yellow	S.	S. Pompon	Nov. 1	3.00	27.50
Gold Tips. Bronze and gold.....	M.	Int. Dec.	Nov. 25	3.00	27.50
Golden Climax. Yellow	M.	Int. Pompon	Nov. 15	3.00	27.50
*Golden Fairy. Yellow	M.	L. Pompon	Oct. 25	5.00	40.00
Golden Fleece. Yellow	M.	L. Dec.	Nov. 25	3.00	27.50
†*Golden Herald. Deep golden yellow..	M.	L. Dec.	Oct. 20	3.00	27.50
Golden Modena. Deep golden yellow. Sport from Modena.....	M.	Int. Pompon	Nov. 30	8.00	75.00
Golden Nymph. Bronze, with reverse of petals gold.....	M.	S. Pompon	Dec. 10	3.00	27.50
Golden Sceptre. Yellow	T.	Int. Pompon	Nov. 25	3.00	27.50
Golden Splendor. Bright yellow....	M.	Int. Pompon	Nov. 5	3.00	27.50
Golden Spray. Yellow	M.	Int. Pompon	Oct. 15	3.00	27.50
Golden Varsity. Yellow. Sport from Varsity, deeper shade.....	S.	S. Pompon	Nov. 10	3.00	27.50
†Governor Lake. Reddish bronze....	S.	Int. Pompon	Nov. 25	3.00	27.50
Grenadier. Red	M.	Int. Pompon	Nov. 10	3.00	27.50
Greta. White	M.	Int. Pompon	Oct. 20	3.00	27.50
Harmony. Red orange—with soft bronze shading	M.	Int. Pompon	Dec. 1	8.00	75.00
Hasegawa Gold. Yellow.....	M.	Int. Pompon	Dec. 1	3.00	27.50
Hasegawa Orange. Deep buff with orange cast	M.	Int. Dec.	Nov. 10	\$4.00	\$35.00
Helen Hubbard. Red.....	M.	L. Dec.	Nov. 25	3.00	27.50
Ida, Imp. Yellow.....	M.	Int. Pompon	Oct. 15	3.00	27.50
†Irene. White	S.	S. Pompon	Oct. 15	3.00	27.50
*Irene Rich. Pink.....	M.	L. Pompon	Nov. 1	3.00	27.50
Jemima. Bronze.....	M.	Int. Pompon	Oct. 30	3.00	27.50
†Jewel. Bright pink.....	S.	S. Pompon	Oct. 10	3.00	27.50
Jessie. Deep rose pink.....	M.	Int. Pompon	Oct. 25	4.00	35.00
Joan Wells. Bronze. Sport from Pink Dot	M.	Int. Pompon	Oct. 25	3.00	27.50
Katherine Johnston. Orange.....	M.	Int. Pompon	Dec. 10	7.00	65.00
La Vera. Pink.....	M.	Int. Pompon	Nov. 1	3.00	27.50
Legal Tender. Bronze and gold....	M.	Int. Dec.	Nov. 20	3.00	27.50
Leileh. Rose-pink	M.	Int. Dec.	Oct. 15	3.00	27.50
Letitia. White with pink center....	T.	Int. Pompon	Oct. 15	3.00	27.50
Lilac. Pink.....	M.	Int. Dec.	Oct. 15	3.00	27.50
*Lillian Doty. Shell pink.....	M.	L. Pompon	Nov. 1	3.00	27.50
†Lois. Golden yellow.....	M.	S. Pompon	Nov. 15	3.00	27.50
Long Island Sunshine. Bright yellow..	T.	Int. Pompon	Nov. 30	3.00	27.50
Loris. Bronze	M.	Int. Dec.	Dec. 1	4.00	35.00
Los Angeles. Clear scarlet.....	M.	Int. Dec.	Nov. 15	4.00	35.00
Lucinda. Deep pink.....	T.	Int. Pompon	Nov. 15	3.00	27.50
Madeline. True pink. Sport from pink Dot	M.	Int. Pompon	Oct. 25	4.00	35.00
Manchukuo. Chestnut sorrel.....	T.	Int. Dec.	Nov. 10	6.00	50.00
*Marianna. White.....	M.	L. Pompon	Nov. 1	3.00	27.50
Martello. White.....	S.	S. Pompon	Dec. 5	7.00	65.00
Mary Lennon Hall. Clear rich yellow	T.	Int. Pompon	Nov. 1	3.00	27.50
†Mary Pickford. White.....	S.	S. Pompon	Nov. 1	3.00	27.50
*Masaka. Yellow	M.	L. Pompon	Oct. 20	3.00	27.50
Masterpiece. Tourmaline pink.....	M.	Int. Pompon	Nov. 15	3.00	27.50
Minong. White	M.	S. Pompon	Oct. 20	3.00	27.50
Modena. Yellow	M.	Int. Pompon	Dec. 1	3.00	27.50
†Mrs. Beu. Bronze.....	S.	Int. Dec.	Nov. 25	3.00	27.50
Mrs. Mary Hooker. Red.....	T.	L. Dec.	Nov. 15	3.00	27.50
Mrs. Morgan G. Bulkeley. Pink....	T.	Int. Pompon	Nov. 10	4.00	35.00
Mrs. N. G. Moore. White. Sport from Olivia	M.	Int. Pompon	Dec. 1	3.00	27.50
*Muskoka. Bronze	T.	L. Pompon	Nov. 10	3.00	27.50
*Nellie Kleris. Lavender pink.....	T.	L. Pompon	Oct. 25	3.00	27.50
New York. Bronze.....	M.	S. Pompon	Nov. 15	3.00	27.50
†November Bronze. Orange bronze..	M.	Int. Pompon	Nov. 15	3.00	27.50
Nubian. Bronzy red.....	T.	Int. Pompon	Oct. 15	3.00	27.50
†Nuggets. Yellow	S.	S. Pompon	Oct. 25	3.00	27.50
October Snow. Pure white.....	M.	S. Pompon	Oct. 15	7.00	65.00
Olivia. Pink.....	M.	Int. Pompon	Dec. 1	3.00	27.50
Ottawa. Orange bronze.....	M.	S. Pompon	Nov. 25	5.00	40.00
Pagosa. Dark pink.....	M.	Int. Pompon	Dec. 5	3.00	27.50
Pasadena. Vivid bronzy orange....	M.	Int. Dec.	Nov. 1	4.00	35.00
†Patsy Dowd. Red.....	S.	S. Pompon	Nov. 5	3.00	27.50
Pauline Wilcox. Bronze.....	M.	L. Dec.	Nov. 5	3.00	27.50
Peggy Poesch. Brilliant apricot....	M.	L. Dec.	Nov. 10	8.00	75.00
Penguin. White	M.	S. Pompon	Nov. 10	4.00	35.00
Perfecto. Yellow	M.	Int. Pompon	Nov. 25	5.00	40.00
†Persian Rose. Rose pink.....	S.	Int. Pompon	Oct. 20	4.00	35.00
Pink Dot. White, with pink center...M.	M.	Int. Pompon	Oct. 25	3.00	27.50
Pink Lassie. Pink with lavender shading	M.	Int. Pompon	Nov. 20	8.00	75.00

T—Tall. M—Medium. S—Short.

T—Tall. M—Medium. S—Short.

CHRYSANTHEMUMS

STRONG ROOTED CUTTINGS

Pompon and Decorative Commercial Varieties (Continued)

Name and Description	Height	Type	Matures	Price per	
				100	1000
Pink Pearl. Pink.....M.	S. Pompon	Oct. 20	8.00	75.00	
Pink Popcorn. Pink.....M.	Int. Dec.	Oct. 30	3.00	27.50	
Pirate Gold. Rich golden bronze...M.	Int. Pompon	Nov. 10	12.00	100.00	
Princeton. Golden yellow suffused with orange.....M.	Int. Pompon	Nov. 15	3.00	27.50	
†Red Beau. Reddish bronze.....S.	Int. Dec.	Nov. 25	3.00	27.50	
Red Princeton. Reddish bronze.....M.	Int. Pompon	Nov. 15	8.00	75.00	
Rev. Horace Bushnell. White.....T.	Int. Pompon	Nov. 10	4.00	35.00	
Rising Sun. Pink.....M.	Int. Pompon	Oct. 25	8.00	75.00	
Robin Hood. Rich deep red.....M.	S. Pompon	Nov. 1	3.00	27.50	
†Rodell, Imp. Yellow. Sport from Rodell.....S.	Int. Pompon	Oct. 20	3.00	27.50	
Roman Bronze. Bronze. Sport from Capt. Cook.....T.	Int. Pompon	Oct. 20	3.00	27.50	
*Rose Charm. Rose pink.....M.	L. Pompon	Nov. 1	3.00	27.50	
Roselea. Pink.....M.	Int. Pompon	Dec. 1	3.00	27.50	
Rowenna. Bronze.....T.	Int. Pompon	Nov. 25	3.00	27.50	
Royal Crimson. Intensely rich crimson.....M.	L. Dec.	Dec. 1	8.00	75.00	
Royal Queen. White.....M.	Int. Pompon	Dec. 5	\$3.00	\$27.50	
San Antonio. Pink.....M.	L. Dec.	Nov. 15	7.00	65.00	
Sarda. Deep pink. Sport from Pink Dot.....M.	Int. Pompon	Oct. 25	3.00	27.50	
*Sea Gull. White.....T.	Int. Pompon	Nov. 1	3.00	27.50	
Sheila. Clear pink.....M.	Int. Pompon	Oct. 20	12.00	100.00	
*Silver Ball. White.....M.	L. Pompon	Oct. 15	3.00	27.50	
†Silver Bells. White.....M.	S. Pompon	Oct. 15	3.00	27.50	
Silver Star. White.....T.	Int. Pompon	Dec. 5	3.00	27.50	
Silver Tips. Bright pink with silver tips.....M.	Int. Pompon	Nov. 10	3.00	27.50	
Snow Cloud. White.....M.	Int. Pompon	Oct. 15	3.00	27.50	
Source D'Or. Bronze.....M.	Int. Dec.	Nov. 1	3.00	27.50	
St. Louis Gold. Deep golden yellow. Sport from Dorothy Turner.....M.	Int. Pompon	Nov. 25	3.00	27.50	
†Suntan. Bronze.....M.	Int. Dec.	Oct. 25	3.00	27.50	
*Thyra. Dark pink.....M.	L. Pompon	Nov. 1	3.00	27.50	
Tokyo. Yellow.....M.	S. Dec.	Dec. 1	3.00	27.50	
Tom Pearson. Deep yellow.....M.	Int. Pompon	Nov. 15	3.00	27.50	
Tonquin. Rose color.....M.	Int. Pompon	Dec. 10	3.00	27.50	
*Touchdown. White with yellow cast at center.....M.	Int. Pompon	Oct. 25	3.00	27.50	
*Unalga. Yellow.....M.	Int. Pompon	Nov. 25	3.00	27.50	
Usona. White.....M.	Int. Pompon	Nov. 25	3.00	27.50	
Uvalda. White.....M.	Int. Pompon	Oct. 10	3.00	27.50	
Vera Victoria. Yellow.....T.	Int. Pompon	Nov. 1	3.00	27.50	
Western Beauty. Pink.....S.	Int. Dec.	Nov. 20	3.00	27.50	
*White Dot. White.....M.	L. Pompon	Nov. 1	3.00	27.50	
White Jewell. White suffused with pink.....S.	S. Pompon	Oct. 10	3.00	27.50	
White Light. Creamy white changing to pure white.....M.	Int. Pompon	Nov. 15	7.00	65.00	
White Tonquin. Pure white. Sport from Tonquin.....M.	Int. Pompon	Dec. 10	7.00	65.00	
Wildfire. Orange rust.....M.	Int. Dec.	Dec. 1	4.00	35.00	
Yellow Bird. Yellow.....M.	Int. Pompon	Nov. 20	3.00	27.50	
Yellow Cordova. Yellow. Sport from Cordova.....M.	Int. Dec.	Nov. 25	4.00	35.00	
Yellow Dainty Maid. Yellow. Sport from Dainty Maid.....M.	S. Pompon	Nov. 1	4.00	35.00	
Yellow Dot (Jablonsky). Yellow. Sport from Pink Dot.....M.	Int. Pompon	Oct. 25	3.00	27.50	
*Yellow Dot. Yellow.....M.	L. Pompon	Nov. 1	3.00	27.50	
†Yellow Fellow. Yellow.....M.	Int. Dec.	Nov. 15	3.00	27.50	
Yellow New York. Yellow. Sport from New York.....M.	S. Pompon	Nov. 15	3.00	27.50	
*Yellow Sea Gull. Yellow. Sport from Sea Gull.....T.	Int. Pompon	Nov. 1	4.00	35.00	
Yellow Silver Star. Yellow. Sport from Silver Star.....T.	Int. Pompon	Dec. 10	3.00	27.50	
†Yuletide, White. White.....S.	Int. Pompon	Dec. 1	3.00	27.50	
†Yuletide, Yellow. Yellow.....S.	Int. Pompon	Dec. 1	3.00	27.50	
*Yuvawn. Yellow.....M.	Int. Pompon	Nov. 25	3.00	27.50	
Zoe. Golden bronze.....M.	Int. Pompon	Nov. 20	3.00	27.50	

Single Daisy Type Varieties

Name and Description	Height	Type	Matures	Price per	
				100	1000
Absolute. Scarlet bronze with yellow center.....M.	Intermediate	Nov. 1	\$3.00	\$27.50	
Aloma. Terra cotta bronze with yellow center.....M.	Intermediate	Oct. 20	3.00	27.50	
†Buckingham, Bronze. Bronze.....S.	Intermediate	Nov. 5	3.00	27.50	
†Buckingham, W. H. Pink.....S.	Intermediate	Nov. 5	3.00	27.50	
California Gold. Deep yellow.....M.	Intermediate	Nov. 15	7.00	65.00	
California Peach. Delicate pink.....M.	Intermediate	Oct. 25	7.00	65.00	
*Carnelia. Red.....S.	Large	Nov. 30	3.00	27.50	
†Charter Oak. Yellow.....T.	Intermediate	Nov. 25	3.00	27.50	
*Clara Holford. Warm red.....M.	Large	Nov. 10	8.00	75.00	
Dawn (Hasegawa). Chestnut bronze.T.	Intermediate	Dec. 5	3.00	27.50	
D. Baker. Red.....S.	Large	Oct. 20	3.00	27.50	
Elizabeth McDowell. Bronze.....M.	Intermediate	Nov. 15	3.00	27.50	
Fairy Queen. Intense orchid pink...S.	Intermediate	Nov. 15	8.00	75.00	
Gladys Duckham. White.....M.	Intermediate	Nov. 20	3.00	27.50	
Golden Mensa. Yellow.....M.	Intermediate	Nov. 10	3.00	27.50	
Gretchen Piper. Yellow.....M.	Intermediate	Oct. 25	3.00	27.50	

*—Good disbudded.

†—Good as pot plants.

T—Tall.

M—Medium.

S—Short.

Single Daisy Type Varieties (Continued)

Name and Description	Height	Size	Matures	Price per	
				100	1000
Hasegawa Pink. Pink with golden center.....M.	Intermediate	Nov. 20	3.00	27.50	
Hasegawa Poinsettia. Poinsettia red.M.	Intermediate	Nov. 25	3.00	27.50	
†Ida Skiff. Bronze.....S.	Intermediate	Nov. 1	3.00	27.50	
*Jane. Yellow. Sport from Valencia...T.	Large	Nov. 30	4.00	35.00	
Japanese Red. Venetian red with gold center.....M.	Intermediate	Nov. 1	4.00	35.00	
Joan Piper. Amber bronze.....S.	Intermediate	Oct. 20	3.00	27.50	
Joe Beuerlein. Crimson red.....M.	Intermediate	Dec. 5	4.00	35.00	
Kramer's Buff Orange. Light bronze orange.....M.	Intermediate	Nov. 10	4.00	35.00	
Lighthouse. Bronze shading to watermelon red.....M.	Intermediate	Nov. 10	3.00	27.50	
*Mason's Bronze. Burnt orange.....S.	Large	Nov. 5	3.00	27.50	
†Melba. Reddish bronze.....S.	Large	Nov. 5	\$3.00	\$27.50	
Miss Isabelle. Bronze.....T.	Intermediate	Nov. 25	3.00	27.50	
Mrs. A. Kramer. Clear solid pink...M.	Intermediate	Nov. 5	4.00	35.00	
Mrs. Darling. Red.....M.	Intermediate	Nov. 1	3.00	27.50	
Mrs. E. D. Godfrey. Light pink.....T.	Intermediate	Nov. 25	3.00	27.50	
Radiant. Bright red.....M.	Intermediate	Nov. 10	3.00	27.50	
†Red Melba. Red.....S.	Large	Nov. 5	3.00	27.50	
*Red Rover. Crimson orange.....S.	Large	Nov. 5	3.00	27.50	
†Sunburst. Sunburst orange.....M.	Large	Nov. 25	3.00	27.50	
*Sunny Boy. Yellow.....M.	Intermediate	Nov. 15	3.00	27.50	
†Tagoya. Brilliant goya red.....S.	Intermediate	Nov. 5	3.00	27.50	
†Thanksgiving Bronze. Dark bronze..S.	Intermediate	Nov. 25	3.00	27.50	
*Valencia. Orchid pink.....T.	Large	Nov. 30	3.00	27.50	
White Godfrey. White.....T.	Intermediate	Nov. 25	3.00	27.50	
White Mensa. White.....M.	Intermediate	Nov. 10	3.00	27.50	
Woburn. Pink.....T.	Intermediate	Nov. 15	3.00	27.50	
Yellow Godfrey. Yellow.....T.	Intermediate	Nov. 25	3.00	27.50	

Anemone Flowered Varieties

Name and Description	Height	Size	Matures	Price per	
				100	1000
*Beautiful Lady. Bright pink petals with creamy white cushion.....S.	Large	Nov. 20	\$3.00	\$27.50	
*Betty Rose. Pink, both petals and cushion.....M.	Large	Oct. 25	3.00	27.50	
*Blanche. White.....M.	Intermediate	Oct. 30	3.00	27.50	
*Bronze Norma. Bronze. Sport from Norma.....T.	Large	Nov. 20	3.00	27.50	
*Bronze Supreme. Bronze with pink cast.....T.	Large	Nov. 30	5.00	40.00	
*Bronze Tuxedo. Bronze. Sport from Tuxedo.....M.	Large	Nov. 10	4.00	35.00	
Bronze Volunteer. Rich bronze. Sport from Volunteer.....M.	Small	Nov. 25	3.00	27.50	
*Captivation. Mahogany red.....M.	Large	Nov. 10	3.00	27.50	
*China Rose. Dragon's blood red...M.	Large	Nov. 10	3.00	27.50	
Chrome Emerald. Golden orange with gold cushion.....S.	Intermediate	Nov. 25	3.00	27.50	
*Citrus Queen. Lemon-orange.....M.	Large	Nov. 25	3.00	27.50	
*Coral Blaze. Orange bronze.....S.	Large	Nov. 25	3.00	27.50	
*Crimson Glow. Crimson maroon...M.	Intermediate	Nov. 25	3.00	27.50	
*Dark Pink Norma. Dark pink.....T.	Large	Nov. 20	3.00	27.50	
Early Garza Supreme. White.....S.	Intermediate	Nov. 25	3.00	27.50	
*Elsa Piel. Orchid pink, cushion tinged with gold.....M.	Large	Nov. 10	8.00	75.00	
*Espy's Dark Pink Supreme. Sport from Pink Supreme.....T.	Large	Nov. 30	3.00	27.50	
*Espy's Pink Ruffled. Pink.....T.	Large	Nov. 30	8.00	75.00	
*Espy's White Supreme. White.....T.	Large	Nov. 30	4.00	35.00	
*Estrelita. Bronze throughout, with a full regular cushion.....M.	Large	Nov. 20	3.00	27.50	
Faith Engel. Yellow, with golden yellow cushion.....M.	Small	Nov. 15	8.00	75.00	
*Freida. Pink.....M.	Large	Nov. 15	3.00	27.50	
Garza Supreme. White.....S.	Intermediate	Dec. 15	3.00	27.50	
*Graceland. Pure white, with yellow center.....S.	Intermediate	Oct. 25	3.00	27.50	
*Helios. Yellow.....M.	Large	Nov. 10	8.00	75.00	
*Hope Engel. Rich bronze.....M.	Small	Nov. 25	8.00	75.00	
*Izola. Amaranth.....M.	Small	Nov. 1	3.00	27.50	
*John Shields. Yellow.....M.	Large	Nov. 10	3.00	27.50	
*Laelia. Rose pink.....S.	Intermediate	Nov. 1	3.00	27.50	
*Little America. Snow white.....M.	Intermediate	Nov. 5	4.00	35.00	
*Long Island Beauty. White with large yellow cushion.....M.	Large	Nov. 20	4.00	35.00	
*Margo. Pinkish violet outer petals, with high, round, yellow cushion.S.	Small	Nov. 5	3.00	27.50	
*Marietta. Soft pink with very full cushion.....M.	Large	Oct. 20	3.00	27.50	
*Maritza. Bright yellow with full highly rounded cushion.....S.	Large	Nov. 25	3.00	27.50	
*Norma. Orchid pink petals with golden pink cushion.....T.	Intermediate	Nov. 20	3.00	27.50	
*Noveltie. White throughout, with large cushion.....S.	Intermediate	Nov. 10	3.00	27.50	
†Orchid Beauty. Orchid with golden cushion.....M.	Intermediate	Nov. 15	3.00	27.50	
*Pink Lady. Pink petals with light pink cushion.....S.	Intermediate	Nov. 15	3.00	27.50	
†Red Rolinda. Red. Sport from Rolinda.M.	Intermediate	Nov. 20	3.00	27.50	
†Rolinda. Orange bronze.....M.	Intermediate	Nov. 20	3.00	27.50	
*Smith's Innocence. White.....T.	Large	Nov. 5	3.00	27.50	

CHRYSANTHEMUMS
STRONG ROOTED CUTTINGS

Anemone Flowered Varieties (Continued)

* Stoplight. Terra cotta petals with low yellow cushion.....M.	Intermediate	Nov. 5	3.00	27.50
Sunray. Yellow.....M.	Small	Nov. 15	3.00	27.50
†* Sunshine. Yellow.....S.	Intermediate	Nov. 25	3.00	27.50
* Susanne Miller. Yellow. Sport from Norma.....T.	Large	Nov. 20	3.00	27.50
* The Belle. Pure white.....M.	Intermediate	Nov. 5	3.00	27.50
* The Titan. Scarlet crimson with bronzy red cushion.....M.	Large	Nov. 5	3.00	27.50
* Topknot. Creamy white cushion, rosy pink petals.....M.	Intermediate	Nov. 5	3.00	27.50
* Tuxedo. Pink.....M.	Large	Nov. 10	3.00	27.50
* White Anemone. White.....T.	Intermediate	Nov. 1	3.00	27.50
†* White Izola. White. Sport from Izola.....M.	Small	Nov. 1	3.00	27.50
* White Norma. White.....T.	Large	Nov. 20	3.00	27.50
* Yellow Blanche. Yellow. Sport from Blanche.....M.	Intermediate	Oct. 30	3.00	27.50
* Yellow Estrelita. Yellow. Sport from Estrelita.....M.	Large	Nov. 20	4.00	35.00
Yellow Garza Supreme. Yellow.....S.	Intermediate	Dec. 15	3.00	27.50
†* Yellow Rolinda. Deep golden yellow. Sport from Rolinda.....M.	Intermediate	Nov. 20	3.00	27.50
* Yellow Supreme. Yellow. Sport from Pink Supreme.....T.	Large	Nov. 30	4.00	35.00
Yolanda. Yellow.....M.	Small	Nov. 25	4.00	35.00

Pot Plant Varieties

In addition to varieties listed here as essentially intended for pot plant culture, many of the varieties listed under both Pompons and Large Flowering Commercial are excellent as pot plants. Short and medium sorts should be used for this purpose. A number of such varieties are denoted by the character (†).

Name and Description	Height	Type	Matures	Price per	
				100	1000
Autumn Glow. Bronze red.....S.	Int. Dec.	Nov. 1		\$3.00	\$27.50
* Benoit. Deep pink.....S.	Int. Pompon	Oct. 20		3.00	27.50
* Bright Light. Bright yellow.....S.	L. Dec.	Nov. 20		3.00	27.50
* Bronze Prince. Bronze.....S.	L. Dec.	Nov. 1		3.00	27.50
* Brutus. Bronze.....S.	Int. Dec.	Nov. 10		3.00	27.50
* Caprice, Butler. Deep pink.....S.	Int. Dec.	Oct. 25		3.00	27.50
* Caprice, Lilac. Deep lilac.....S.	Int. Dec.	Oct. 25		3.00	27.50
* Caprice, Purple. Purple.....S.	Int. Dec.	Oct. 25		3.00	27.50
* Caprice, White. White.....S.	Int. Dec.	Oct. 25		3.00	27.50
* Caprice, Yellow. Yellow.....S.	Int. Dec.	Oct. 25		3.00	27.50
* Floradora. Light bronze florets, orange cushion.....S.	Int. Anemone	Nov. 1		3.00	27.50
* Greystone. Golden orange.....S.	L. Pompon	Nov. 10		3.00	27.50
* Kathleen Thompson. Bronze.....S.	Int. Dec.	Oct. 25		3.00	27.50
Ohio State. Yellow.....S.	Int. Anemone	Nov. 1		3.00	27.50
Orchid Gem. Pink.....S.	Int. Single	Oct. 25		4.00	35.00
* Patty. Pink.....S.	L. Pompon	Nov. 25		3.00	27.50
* Pink Beauty. Light pink.....S.	L. Pompon	Oct. 20		3.00	27.50
* Pygmy. Light pink.....S.	Int. Pompon	Nov. 10		3.00	27.50
* Queen of Pinks. Pink Mandel.....S.	L. Pompon	Nov. 10		7.00	65.00
* Richard Mandel. Pure white.....S.	L. Pompon	Nov. 10		7.00	65.00
* Rose Mandel. Deep lavender.....S.	L. Pompon	Oct. 20		3.00	27.50
* Savanta. White, with tint of pink.....S.	L. Pompon	Nov. 1		3.00	27.50
* Titian Beauty. Bronze.....S.	L. Anemone	Nov. 25		3.00	27.50
* W. H. Lincoln. Yellow.....S.	L. Pompon	Nov. 25		3.00	27.50
* Yellow Beauty. Mandel's bright golden yellow.....S.	L. Pompon	Nov. 10		7.00	65.00

Japanese Mountain or Cascade Varieties

Name and Description	Height	Matures	Price per	
			100	1000
Agappina. Mahogany with tinge of yellow on the tips of the cushion florets.....M.		Nov. 10	\$6.00	\$50.00
†* Anna. Pure white single.....S.		Oct. 30	6.00	50.00
Brown Button. Bronze.....M.		Nov. 10	6.00	50.00
†* Jane Harte. Yellow single.....S.		Oct. 30	6.00	50.00

Hardy Varieties

Name and Description	Height	Type	Matures	Price per	
				100	1000
A. Barham. Orange bronze.....S.	Decorative	Oct. 1		\$3.00	\$27.50
Albert Muller. Apricot suffused with pink.....M.	Decorative	Oct. 1		3.00	27.50
Aladdin. Bronze.....S.	Decorative	Sept.		3.00	27.50
†* Amelia. (Pink Cushion.) Bright pink.....S.	Decorative	Sept.		3.00	27.50
Barbara Cummings. Yellow shading to bronze.....M.	Decorative	Sept.		3.00	27.50
Carrie. Yellow.....M.	Decorative	Early		3.00	27.50
Cavalier. Rich vermilion-red.....M.	Single	Oct. 15		3.00	27.50
Dazzler. Cardinal red.....M.	Single	Oct. 10		3.00	27.50
†* Early Bronze. Bronze.....S.	Button	Sept.		3.00	27.50
†* Early Yellow. Yellow. Sport from Early Bronze.....S.	Button	Sept. 15		3.00	27.50
†* Eden. Rose pink.....S.	Decorative	Oct. 1		3.00	27.50
Frances Whittlesey. Rich bronze and garnet.....S.	Decorative	Sept. 30		3.00	27.50
Ganna. Bright pink.....M.	Decorative	Oct. 12		3.00	27.50
Glada. Soft pink.....S.	Decorative	Sept.		3.00	27.50
Granny Scovill. Warm coral bronze.....D.	Decorative	Oct. 15		3.00	27.50
Gypsy Girl. Chestnut crimson.....S.	Single	Early Oct.		3.00	27.50

*—Good disbudded.

†—Good as pot plants.

T—Tall.

M—Medium.

S—Short.

Hardy Varieties (Continued)

Indian Summer. Bronze.....M.	Single	Oct. 25	3.00	27.50
Jack Bannister. Light yellow.....M.	Decorative	Oct. 10	3.00	27.50
Jean Cummings. White.....M.	Decorative	Sept.	3.00	27.50
Jean Treadway. Pink with dark center.....M.	Decorative	Oct. 1	3.00	27.50
†* Judith Anderson. Yellow.....S.	Button	Oct. 25	3.00	27.50
Lorelei. Yellow.....M.	Decorative	Sept. 10	3.00	27.50
Margot. White.....S.	Button	Oct. 8	3.00	27.50
Normandie. White.....S.	Decorative	Sept.	3.00	27.50
Provence. Soft pink blended with yellow.....M.	Decorative	Sept.	3.00	27.50
Red Flare. Bright red.....M.	Button	Oct. 15	3.00	27.50
R. Marion Hatton. Canary yellow.....M.	Decorative	Oct. 1	3.00	27.50
Rosy Gem. Bright pink or rose.....M.	Decorative	Oct. 15	3.00	27.50
Ruth Cummings. Reddish bronze.....M.	Decorative	Early Oct.	3.00	27.50
Ruth Hatton. Ivory white.....M.	Decorative	Oct. 10	3.00	27.50
September Queen. White.....S.	Decorative	Sept.	3.00	27.50
Tasiva. White.....M.	Decorative	Sept.	3.00	27.50
Vivid. Rosy crimson.....M.	Decorative	Oct. 1	3.00	27.50
Wolverine. Yellow.....M.	Decorative	Sept.	3.00	27.50
†* Yellow Gem. Canary yellow.....M.	Button	Oct. 5	3.00	27.50
Yellow Normandie. Yellow.....M.	Decorative	Early	3.00	27.50

Hardy Korean Varieties

Name and Description	Height	Type	Matures	Price per	
				100	1000
Agnes Selkirk Clark. Apricot salmon.....M.	Single	Sept. 25		\$4.00	\$35.00
Aphrodite. Pink.....S.	Single	Oct. 15		3.00	27.50
Apollo. Bronze red.....M.	Single	Oct. 12		3.00	27.50
Ceres. Old gold.....M.	Single	Oct. 10		3.00	27.50
Country Girl. Pink.....T.	Single	Oct. 10		3.00	27.50
Daphne. Pink.....M.	Single	Oct. 12		3.00	27.50
Diana. Rose pink.....M.	Single	Oct. 12		3.00	27.50
Ember. Coral and orange bronze.....M.	Decorative	Oct. 15		4.00	35.00
Hebe. Lavender pink.....M.	Single	Oct. 15		3.00	27.50
Innocence. White.....S.	Single	Sept.		3.00	27.50
King Midas. Yellow.....M.	Decorative	Sept. 30		4.00	35.00
Louise Schling. Bronze salmon.....M.	Single	Oct. 5		3.00	27.50
Mars. Wine-red.....M.	Single	Oct. 15		3.00	27.50
Mercury. Blend of old rose and salmon.....M.	Single	Sept. 30		3.00	27.50
Nancy Copeland. Red.....M.	Single	Sept. 25		4.00	35.00
Niobe. White with light yellow disc.....M.	Semi-double	Oct. 5		3.00	27.50
Orion. Canary yellow.....M.	Single	Oct. 5		3.00	27.50
Pink Lustre. Orchid pink.....M.	Single	Sept. 25		4.00	35.00
Romany. Reddish bronze.....M.	Decorative	Oct. 5		3.00	27.50
Saturn. Bronze.....M.	Single	Oct. 12		3.00	27.50
The Moor. Amaranth purple.....S.	Decorative	Sept. 25		4.00	35.00
The Urchin. Crushed raspberry and gold.....M.	Semi-double	Oct. 10		4.00	35.00
Venus. Pink.....M.	Single	Oct. 12		3.00	27.50
Vulcan. Bronze crimson.....M.	Single	Oct. 5		3.00	27.50

HARDY CHRYSANTHEMUMS

The trade is now well aware of the fact that in recent years wonderful strides have been made in Hardy Chrysanthemums. Hundreds of new varieties having been recently introduced, and our specialist grower has checked carefully practically every new kind with the result that we are now in position to supply, in addition to the varieties listed on this page (and which as you will note are furnished only in strong rooted cuttings) every worthwhile kind. Some from 2-inch pots and others in strong field roots. (See abridged list in following page in this book.) Special catalogue of additional kinds issued February 1st. If interested, write for free copy.

DESIRABLE PLANT STOCK FOR THE FLORIST-GROWER

The following are products of specialist growers who have served the trade faithfully for many years and with utmost satisfaction. They supply quality stock, packed to insure safe arrival.

	Size	Per 100	Per 1000		Size	Per 100	Per 1000
Abutilon, Souv. de Bonn.....	2 1/4"	\$6.00		Lantanas, Golden Queen, yellow.....	2 1/4"	5.50	50.00
Abutilon, Thompsoni	2 1/4"	6.00		Lantanas, Jacob Schultz, red and yellow, tall	2 1/4"	5.50	50.00
Agatheae Coelestis (Blue Daisy).....	2 1/2"	6.00		Lantanas, La Fleur d'Or, yellow, very dwarf	2 1/4"	5.50	50.00
Ageratum, New Riverside	2 1/4"	3.50	\$30.00	Lantanas, Michael Schmidt, red and yellow	2 1/4"	5.50	50.00
	R. C.	1.75	15.00	Lantanas, Radiation, red and yellow.....	2 1/4"	5.50	50.00
Ageratum, Irwin's Purple Beauty.....	2 1/4"	3.50	30.00	Lantanas, Richmond, yellow and buff.....	2 1/4"	5.50	50.00
	R. C.	1.75	15.00	Lantanas, Sensation, yellow and pink.....	2 1/4"	5.50	50.00
Ageratum, Cardinal Mundelein	2 1/4"	3.50	30.00	Lantanas, Snow White, very dwarf.....	2 1/4"	5.50	50.00
	R. C.	1.50	12.50	Lantanas, Southern, yellow and buff.....	2 1/4"	5.50	50.00
Aloe Brevifolia	2 1/4"	10.00		Lantanas, Tethys, yellow	2 1/4"	5.50	50.00
Begonia "Lucille," new double red (choice)	2 1/4"	40.00	350.00	Lantanas, Weeping, lavender, trailing			
Begonia, Coralline Lucerne	2 1/2"	8.00		variety	2 1/4"	5.50	50.00
Begonia, Westport Beauty	2 1/2"	12.50		Nephtytus	2 1/4"	8.00	
Same in	3"	20.00		Pandanus Veitchii	4"	50.00	
Beloperone Guttata	2 1/4"	6.00		Pandanus Veitchii	5"	75.00	
Same in	4"	40.00		Peperomia Obtusifolia	2 1/4"	7.00	
Bougainvillea, Crimson Lake.....	2 1/4"	10.00		Peperomia Obtusifolia Variegated	2 1/2"	15.00	
Bouvardia, Humboldt, white	2 1/4"	10.00		Peperomia Sandersii (Watermelon Begonia)	2 1/2"	10.00	
Bouvardia, Joy, white	2 1/4"	12.50		Philodendron Cordatum	2 1/4"	8.00	75.00
Bouvardia, Dark Pink	2 1/4"	12.50		Philodendron Cordatum	2 1/2"	10.00	
Bouvardia, Light Pink	2 1/4"	12.50		Philodendron Cordatum (2 plants in a pot)...	3"	15.00	
Browallia Speciosa Major.....	2 1/4"	5.50	50.00	Philodendron Cordatum (3 plants in a pot)...	4"	35.00	
Chinese Evergreen, select grade.....	2 1/2"	15.00		Philodendron Cordatum (3 plants in a pot,			
Chinese Evergreen, standard grade.....	2 1/2"	12.00		growing on cork).....	4"	50.00	
Chinese Evergreen	3"	20.00		Pothos Argyrea, silver spotted leaves with			
Crassula Portulacea (Arborescens).....	2 1/4"	6.00	55.00	silver edge	2 1/4"	15.00	
Crotons, assorted varieties, well colored...	2 1/2"	10.00		(Not less than 100 supplied.)			
Same in	3"	20.00		Philodendron Silver Sheen	2 1/4"	10.00	
Same in	4"	30.00		Philodendron Silver Sheen (3 plants in a pot			
Same in	5"	50.00		growing on cork).....	4"	60.00	
Crotons, 7" made-up plants, \$1.00 each.				Pothos Aurea (Variegated Philodendron)...	2 1/4"	8.00	
Dieffenbachia Braziliensis	2 1/2"	20.00		Primula Veris, assorted colors	2 1/4"	6.00	55.00
Same in	3"	25.00		Rosa Rouletti (Miniature Garden Rose)....	2 1/2"	10.00	
Dracaena Godseffiana	2 1/2"	20.00		Saint Paulia Ionantha	2 1/4"	10.00	
Dracaena Sanderiana	2 1/2"	20.00		Saint Paulia Ionantha	3"	20.00	
Dracaena Sanderiana, select grade.....	2 1/2"	25.00		Saint Paulia Blue Boy.....	2 1/4"	12.00	
Dracaena Sanderiana	3"	35.00		Saint Paulia Blue Boy.....	3"	25.00	
Ferns, Dwarf Boston	2 1/4"	6.00		Sansevieria Zeylanica, rosette type.....	2 1/4"	5.00	
Ferns, Dwarf Boston, heavy.....	3"	15.00		Sansevieria Laurenti	2 1/2"	12.00	
Ferns, Teddy Jr.	2 1/4"	6.00		Sansevieria Laurenti	4"	30.00	
Ferns, Teddy Jr., heavy.....	3"	15.00		Sansevieria Laurenti	5"	50.00	
Ferns, New Dwarf Sport of Teddy Jr.....	2 1/4"	6.00		Sansevieria Laurenti, specimen plants (10"			
Ferns, New Dwarf Sport of Teddy Jr., heavy	3"	15.00		pots @		\$2.50 each)	
Ferns, Whitmani Compacta	2 1/4"	6.00		Sedum Seiboldi	2 1/2"	8.00	
Ferns, Whitmani Compacta, heavy.....	3"	15.00		Snapdragons, Rose Queen	2 1/4"	3.50	30.00
Ferns, Moss (Selaginella Emiliana).....	2 1/2"	8.00		Snapdragons, Cheviot Maid	2 1/4"	3.50	30.00
Ferns, Moss (Selaginella Browni).....	2"	8.00		Snapdragons, Cheviot Maid Supreme.....	2 1/4"	3.50	30.00
Gardenia Veitchii	2 1/2"	10.00	90.00	Snapdragon, Afterglow	2 1/4"	3.50	30.00
Gasteria Hybrids	2 1/4"	10.00		Snapdragon, Coates Yellow	2 1/4"	3.50	30.00
Gynura Aurantica (Velvet Plant).....	2 1/2"	10.00		Snapdragons, Daybreak	2 1/4"	3.50	30.00
Hens and Chickens (hardy) assorted varieties		6.00		Snapdragons, Cincinnati	2 1/4"	3.50	30.00
Ivy, English, broad leaf.....	2 1/4"	5.50	50.00	Succulents, select varieties	2 1/4"	10.00	
Ivy, Heart Shaped Leaf.....	2 1/4"	6.00		Succulents, standard grade, assorted va-			
Ivy, Baby Leaf Variegated.....	2 1/4"	6.00		rieties	2 1/4"	6.00	
Ivy, Grape (Vitis Rhombifolia).....	2 1/4"	8.00		Verbenas, Schlosser's Rose	Strong R. C.	2.00	18.00
Same in	3"	20.00		Verbenas, Schlosser's Pride, dark red.....	Strong R. C.	2.00	18.00
Same in	4"	30.00		Verbenas, Schlosser's Orchid	Strong R. C.	2.00	18.00
Lantanas, Alba Perfecta, white, tall grower	2 1/4"	5.50	50.00	Verbenas, True Beauty of Oxfords, Cerise..	Strong R. C.	2.00	18.00
Lantanas, Caprice, pink	2 1/4"	5.50	50.00	Verbenas, True Beauty of Oxfords, Pink...	Strong R. C.	2.00	18.00
Lantanas, Comte de Biencourt, yellow and				Verbenas, True Beauty of Oxfords, Laven-			
pink, tall grower.....	2 1/4"	5.50	50.00	der	Strong R. C.	2.00	18.00
Lantanas, Craigi, red and yellow, very dwarf	2 1/4"	5.50	50.00	Verbenas, True Beauty of Orchids, Scarlet.	Strong R. C.	2.00	18.00
Lantanas, Delicatissima, yellow and buff..	2 1/4"	5.50	50.00	Verbenas, Mayflower, light pink	Strong R. C.	2.00	18.00
Lantanas, Dream, yellow & pink, very dwarf	2 1/4"	5.50	50.00	Verbenas, Imp. Helen Willmott, salmon ...	Strong R. C.	2.00	18.00
Lantanas, Dwarf Beauty, yellow and pink	2 1/4"	5.50	50.00	Verbenas, Scarlet King, bright red.....	Strong R. C.	2.00	18.00
Lantanas, Dwarf Bronze, red and yellow..	2 1/4"	5.50	50.00	Verbenas, Royal Purple	Strong R. C.	2.00	18.00
Lantanas, Dwarf Buckeye, red and yellow	2 1/4"	5.50	50.00	Verbenas, Pure White	Strong R. C.	2.00	18.00
Lantanas, Golden King, yellow.....	2 1/4"	5.50	50.00	Verbenas, All above varieties	Strong 2 1/4"	4.50	40.00
Lantanas, Golden Plume, red and yellow	2 1/4"	5.50	50.00				

PLEASE NOTE! We are usually in position to supply all florists plant stock (rooted cuttings and 2 1/4") to advantage and solicit correspondence along this line.



"Supreme" Quality



Bulbs - Plants



NEW DELPHINIUM "GIANT PACIFIC HYBRIDS"

(Vetterle & Reinelt)

This is a beautiful strain of Delphinium Hybrids. The flowers shown in the above illustration were cut in July from 2-inch pot plants, planted out the first of May. It is best if the flowers are cut as they develop. The plants will then continue to produce large flower spikes 24 to 30 inches in length

throughout the entire season. The individual flowers are large, 2 to 3 inches in diameter of beautiful shadings and of good form and substance. In addition to their value as cut flowers, they make a very striking showing in garden plantings. The colors offered below will run about 75% true.

LAVENDER SHADES
LIGHT VIOLET SHADES

DARK VIOLET SHADES
LIGHT BLUE SHADES

DARK BLUE SHADES
PURE WHITE

Well established 2-inch pot plants of all of the above shades: Per 10.....\$1.50 Per 100.....\$10.00

FOR LIST OF "PACIFIC HYBRID" DELPHINIUM SEEDS, SEE PERENNIAL SEED PAGES IN THIS BOOK.

HARDY PERENNIAL PLANTS

The following pages contain some of the most desirable Hardy Perennial plants for cut flower production and garden show as well. We are also in position to furnish every worthwhile variety, produced by a specialist who is renowned for quality. Our special complete catalogue of Hardy Perennial Plants ready February 1, 1940. If interested write for a free copy.

AQUILEGIA

BEE'S HYBRIDS. Beautiful mixture of colors, large flowers.

Field Grown, Per 10, \$1.50; Per 100, \$10.00

MRS. SCOTT ELLIOTT HYBRIDS. There is not a better mixture grown in the world. Wonderful colors and color combinations, with very long spurred flowers. Colors range through shades of lavenders, mauves, blues, purples, whites, creams, yellows, pinks, reds, etc.

Field Grown, Per 10, \$1.50; Per 100, \$10.00

LONG SPURRED ROSE QUEEN

Field Grown, Per 10, \$1.50; Per 100, \$10.00

ASTERS

Hardy

Aster Frikarti, Wonder of Staffa. Lavender-blue flowers from 2 to 2½ inches across, produced from June first until the middle of November. Does exceedingly well in light shade and comes to perfection in full sun. A constant rich display of flowers is kept up the entire summer. Flowers are excellent for cutting.

Well established 2" pot plants.

Per 10, \$2.00; Per 100, \$15.00

ASTER, STAR OF WARTBURG. Large lilac blue flowers with a striking orange center are produced on 12 to 14 inch stems about the middle of June. A strikingly beautiful plant in the rocks garden or in any perennial bed. While very striking in its permanent location, at the same time the flowers can be cut and used in the better types of floral pieces. In addition to its outdoor cut flower value, this plant is an excellent forcer. When grown in a cool temperature under glass, it will flower in the months of March and April, producing even longer stems indoors than outdoors. We recommend that you purchase a good quantity of this valuable plant either for outdoor growing or under glass. We are sure it will provide additional profits for you.

Field Grown, Per 10, \$1.50; Per 100, \$10.00

BUDDLEIA'S

(See Back Cover for colored illustration of Buddleia "Charming")

"DUBONNET." The color is an exact counterpart of the popular French wine Dubonnet, a beautiful new shade which has recently been popularized in dress fabrics. In sunshine and under the lamp it glows almost a true red. The spikes are solid and well rounded out with large, individual florets. The plant is of robust erect growth with strong stems. The leaves are large and of firm leathery texture. A good late summer cutflower harmonizing well with other outdoor blooms.

2-Yr. Field Grown, Per 10, \$4.00; Per 100, \$30.00

BUDDLEIA ILE DE FRANCE. One of the most desired Buddleias. The plants develop into well branched symmetrical bushes 3-4 ft. high; the individual flower spikes often measure 10 in. in length, color is a brilliant rosey purple with a violet suffusion. Their fragrance adds another feature to their beauty.

We offer strong 2-yr.-old plants.

Per 10, \$2.00; Per 100, \$15.00

2¼" in. Pots, Per 10, \$1.50; Per 100, \$10.00

BUDDLEIA'S (Continued)

"HARTWEGI." The large bright lavender panicles have remarkable substance and harmonize in arrangements with other flowers. The flowers do not "sunburn." The individual florets are closely spaced on the panicles, imparting a compact and pleasing appearance. The foliage is very heavy and is rich dark green.

2 yr. Field Grown,

Per 10, \$2.00; Per 100, \$15.00

CHRYSANTHEMUMS

Hardy

SENSATION. Single yellow with every petal tipped scarlet. Very showy and reliable.

ELEGANCE. Large single flowers of a violet tyrian rose color.

THE CHIEF. An extremely attractive semi-double variety of large size. Bright scarlet and gold.

AGLOW. Double variety with deep bright orange flowers.

LOVELIGHT. Large pale pink duplex flowers on a vigorous plant.

SEQUOIA. A Korean Hybrid type, producing elegant good-sized double blooms of a mellow amber color.

INTENSITY. A single variety with deep crimson-scarlet flowers. Upright habit of growth. Korean type.

MRS. SAM P. ROTAN. A perfectly double flower of brilliant golden yellow, shading to deep orange. Compact and free. One of the most striking of recent achievements.

RAPTURE. Lovely, medium sized, double flowers combining a beautiful deep orange with a lively suffusion of bright carmine. Flowers in September.

Popular cushion varieties—**BRONZE CUSHION, WHITE CUSHION, PINK CUSHION, YELLOW CUSHION.**

All of the above supplied in well established 2" pots.

Per 10, \$1.50; Per 100, \$8.00

Following are the latest introductions and of exceptional quality—

BURGUNDY (Double Korean) rich cerise crimson

MANDARIN (Double Korean) coral salmon

PALE MOON (large flowering) sulphur yellow

EMBER (double Korean) coral-orange and bronze shades

PYGMY GOLD (Korean pompon) clear golden yellow

ROMANY (double Korean) carmine red with bronze tones

ROSE GLOW (large flowering) raspberry color changing to opalescent rose

SUNNY BOY (large flowering) opens yellow changing to bronze

LAVENDER LADY (large flowering) silvery lavender

All of the above supplied in 2" pot plants.

Per 10, \$2.00; Per 100, \$15.00

DELPHINIUMS

Perennial Larkspur

The Most Popular Varieties

BELLADONNA IMPROVED (Cliveden Beauty). Our strain of Belladonna Improved is produced from stock seed of Cliveden Beauty, carefully selected to keep it absolutely pure and true to type. It is far superior to much of the so-called Belladonna Improved that is on the market today.

1 yr., Per 10, \$1.00; Per 100, \$ 7.00

2 yr., Per 10, \$1.50; Per 100, \$10.00

BELLAMOSUM. This is a dark blue form of the popular light blue Belladonna, with which it is identical in habit and growth, freedom of bloom, but with intensely rich, deep blue flowers.

1 yr., Per 10, \$1.00; Per 100, \$ 7.00

2 yr., Per 10, \$1.50; Per 100, \$10.00

NOTE: Improved Belladonna and Bellamosum are excellent for forcing as well as outdoor culture, providing excellent cut flowers.

BLACKMORE & LANGDON HYBRIDS. For many years, we have grown many different strains of Delphinium having in mind to supply our customers with the best obtainable. This strain without a doubt stands in a class by itself. It has the range of colors well divided in the pale shades of Indigo with a strong run of the most delicate shades of rose, double and single.

1 yr., Per 10, \$1.50; Per 100, \$10.00

2 yr., Per 10, \$2.00; Per 100, \$15.00

SUPERB WREXHAM OR HOLLYHOCK STRAIN. The Wrexham strain has tall spire-like spikes of bloom with the individual flowers of good size and thickly studded on the spike. In fact the spike is a solid mass of bloom. Our superb strain is a careful reselection which includes all shades from very pale blue, lavender and orchid to the deepest and richest purples and blues.

1 yr., Per 10, \$1.50; Per 100, \$10.00

2 yr., Per 10, \$2.00; Per 100, \$15.00

GIANT PACIFIC HYBRIDS (Vetterlee and Reinelt). True strain lavender shades, light violet shades, dark violet shades, light blue shades, dark blue shades, pure white. (See illustration in this book.)

Well established 2" Pot Plants of the above

Per 10, \$1.50; Per 100, \$10.00

GAILLARDIA

New Everblooming Gaillardia GOLDEN GODDESS

Being offered for the first time this year

Here is a real everblooming Gaillardia every florist should have. Grows to a height of about 24 inches, making good bushy plants. Practically all its branches grow full length on which beautiful, golden yellow flowers are produced. The rich, golden yellow flowers are really very striking in practically all floral work.

Our plants will be well established in pots and ready for shipment from the 15th of March on.

2" Pots, Per 10, \$1.75; Per 100, \$12.00

HARDY PERENNIAL PLANTS (Continued)

GYPSOPHILAS

Popular Kinds

GYPSOPHILA REPENS BODGERI

Grows to a height of 12 inches with a spread of 18 to 24 inches. Produces the first double white flowers which in three or four days turn to flesh pink. It is an ever-bloomer, from early spring until late fall. The reason for this heavy run of sales we believe is due to the fact that Bodgeri is an everbloomer, filling in the gap between crops of Bristol Fairy. We have for shipment this spring extra fine quality plants.

Field Grown, Per 10, \$1.75; Per 100, \$12.00

Well established 2" Pot Plants,
Per 10, \$1.25; Per 100, \$8.00

BRISTOL FAIRY

During last summer we grafted large quantities of Gypsophila Bristol Fairy, using field grown scions. Our plants are now properly rested and full of vitality. They are well established in 3 inch pots and are in excellent condition for planting this spring. Gypsophila produced by this method will start off growing immediately after planting and in early summer will produce flowers, continuing during the entire season.

Due to our method of propagation, we are recognized as leaders in the production of fine quality Gypsophila. Annually we ship very large quantities to all parts of the United States.

Fully established 3 inch pot plants,
Per 10, \$1.50; Per 100, \$12.50

Strong field grown roots, good quality,
Per 10, \$2.00; Per 100, \$17.50

GYPSOPHILA (Double Colorado Type)

Produces double, pure white flowers on 18 to 24 inch stems. Our propagations are from the genuine Colorado roots and will produce the same type of Gypsophila flowers that you purchase from the wholesale cut flower houses in dry form throughout the winter months. It will provide for you the genuine Colorado Gypsophila flowers for many years to come.

Field Grown, Per 10, \$2.50; Per 100, \$20.00

Well established 2" Pots,
Per 10, \$2.00; Per 100, \$15.00

GYPSOPHILAS (Continued)

GYPSOPHILA ROSY VEIL

A Novelty of European introduction, for the first time available in quantity. In character it is in every way like the very popular Bodgeri, except that this variety comes out a very pretty pronounced pink, making a wonderful companion for the preceding. Rosy Veil is very valuable in floral work for very often this shade of pink will add the finishing touch to set off a design in beautiful style. This is also an everbloomer, producing flowers practically all summer, in beautiful clusters.

Strong Field Grown,

Per 10, \$1.75; Per 100, \$12.00

Well established 2" Pots,
Per 10, \$1.25; Per 100, \$8.00

FLAMINGO

(Paniculata)

First crop produces white flowers same as "Bristol Fairy". Second crop a desirable pink shade, a worthy addition to the Gypsophila family.

2½" Pots, Per 10, \$3.00; Per 100, \$25.00

PEONIES

Strong 3 to 5 Eye Divisions

BARONESS SCHROEDER. White with shading of flesh.

Per 10, \$2.00; Per 100, \$16.00

FELIX CROUSSE. Brilliant red.

Per 10, \$2.00; Per 100, \$15.00

MONS. JULES ELIE. Glossy lilac pink. "King of all peonies."

Per 10, \$2.00; Per 100, \$16.00

PRES. ROOSEVELT. Deep rich brilliant red.

Per 10, \$2.00; Per 100, \$18.00

SARAH BERNHARDT. Apple blossom pink, silver tipped.

Per 10, \$2.50; Per 100, \$20.00

PEONIES UNDER COLOR (Selected from Choice Named Sorts)

Recommended for "over the counter" store sales to the garden planting public. Not to be compared to divisions from old "worn out" plants as the quality is "tip-top" in every way.

Red Shades—Pink Shades—White Shades

Strong 3 to 5 Eye Roots

Per 10, \$1.50; Per 100, \$10.00

PHYSOSTEGIA

False Dragonhead

GRANDIFLORA VIVID TALL TYPE. Similar in color to the well-known Grandiflora Vivid, except that this variety grows to a height of 30 inches. The flower spikes are also larger and the color a little more striking. It continues to bloom throughout the entire months of July and August. In floral arrangements this Physostegia is very outstanding. Due to its desirable color, it blends in well with other flowers, and is really a worthwhile variety.

Per 10, \$1.50; Per 100, \$10.00

GRANDIFLORA VIVID. Grows from 18-24 inches with large heads of bright violet mauve flowers. Very desirable for cutting.

Per 10, \$1.50; Per 100, \$10.00

PHYSALIS

Japanese Lantern

FRANCHETI. A big money maker that will yield more than any other outside crop. The fruits are becoming more popular each year for decorative purposes in the early fall and winter. The color of these lantern fruits is orange-vermillion and are ever-lasting after drying. Single plants produce as many as thirty lanterns that sell readily in any flower market.

Field Grown Plants

Per 10, \$1.00; Per 100, \$7.00

TRITOMA

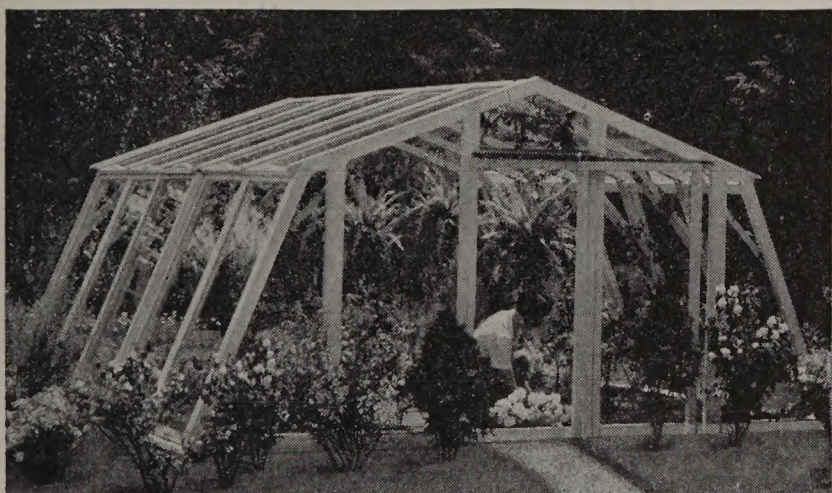
Red Hot Poker

PFITZERI. The rich orange flowers are always in big demand on the cut flower markets. We have never known of any surplus of real good Tritomas. If grown in fairly rich soil, a plant will produce several first class quality flowers. Tritomas should be included in every planting of summer cut flowers.

Field Grown Plants, Per 10, \$1.50; Per 100, \$10
3" Pots, Per 10, \$1.50; Per 100, \$10.00

TOWER OF GOLD. This most distinctive variety gives a beautiful display in the garden where the large rich golden yellow flower trusses make an exceptionally fine showing. Vigorous, free flowering, and as fine for cutting as for garden display.

3" Pots, Per 10, \$2.00; Per 100, \$15.00



New **Orlyt**
Manufactured by
Lord & Burnham Co.

PORTABLE GREENHOUSE

GROW MORE..SELL MORE..

With the only practical, portable greenhouse—built of durable red cedar, glazed with double strength glass. No up-keep costs. Lasts for years. Easily moved from one location to another. Standard width, 13 ft.—can be built to any length.

Write us for full particulars and price list.

A. B. C. — AUTHORIZED AGENTS FOR LORD & BURNHAM COMPANY

NO CUTTING—NO FITTING—NO PUTTY GLAZING—JUST ASSEMBLY

NURSERY, GREENHOUSE, LANDSCAPING AND FLORISTS' SUPPLIES

"SEMESAN"

A very effective seed disinfectant and control of "damping off" of seedling.

2 oz. tins.....Each 35c
1 lb. tins.....Each \$ 2.25
5 lb. tins.....Each 10.00

Prices quoted on larger amounts if desired.

POTASSIUM PERMANGANATE

½ lb.....45c 1 lb.....80c
5 lbs.\$2.25

Solution: ½ lb. to 16 gallons. For dipping new cuttings. Helps to cure the cut or wound, and is also slightly germicidal.

Use fresh only—solution deteriorates quickly.

FERTILIZERS

STEAMED BONE MEAL

2% nitrogen, 24% total phosphoric acid. Used under glass or outside for nearly all plants.

Size bags—100 lbs.

100 lbs.....\$ 3.45 500 lbs.....\$15.60
1000 lbs.....28.30 Ton.....51.50

F.O.B. Chicago Heights, Ill.

SPECIAL FLORISTS' MIXTURE ARMOUR'S

All inorganic and quickly available—5% nitrogen, 15% available phosphoric acid, 5% potash. Highly recommended to the commercial grower for all types of plants either under glass or outside. Promotes thrifty growth and profuse blossoming.

100 lbs.....\$ 2.85 500 lbs.....\$13.25
1000 lbs.....26.00 Ton.....45.00

F.O.B. Chicago Heights, Ill.

HORN SHAVINGS

13½% organic nitrogen—slowly available—use under glass. Size bags—50 lbs.

50 lbs.....\$ 3.45 100 lbs.....\$ 6.50
500 lbs.....29.00 1000 lbs.....57.00

F.O.B. Chicago.

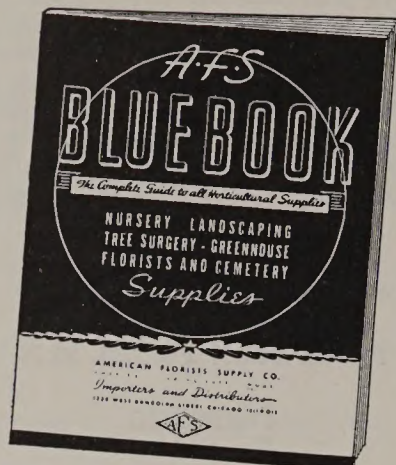
"HORTICULTURAL" SOIL TEST KIT—Sudbury



The Horticultural Kit contains enough material for 60 individual tests, with instructions and table of plant needs.

Complete\$9.75

In February our Supply Dept.
AMERICAN FLORIST SUPPLY CO.
will mail to you a copy of their
"1940 BLUE BOOK"



which contains descriptive listings of staple supplies, new items and modern developments.

All items are the finest quality available. In the BLUE BOOK is listed the most complete supply offered to the Horticultural Industry.

Keep it in a convenient place for ready reference throughout the coming year.

*A partial list of important
items are listed herewith*

COTTON TWINE—3-ply or 4-ply

5 lbs.—30 balls to the sack—White
Made of No. 1 finest grade cotton

1 bag (5 lbs.).....Per bag \$1.80
5 bags (25 lbs.).....Per bag 1.75
10 bags (50 lbs.).....Per bag 1.70
20 bags (100 lbs.).....Per bag 1.65

STAKES

CANE STAKES

We import these in carload lots and usually are in position to supply same the year 'round. Hot water treated before being dyed, and which prevents fungus and premature decay.

DYED GREEN—2,000 per Bale.

	F.O.B. Chicago	F.O.B. New York
1½ ft.....Bale	\$2.95	\$2.75
2 ft.....Bale	3.75	3.50
2½ ft.....Bale	4.75	4.50
3 ft.....Bale	5.75	5.50
3½ ft.....Bale	7.00	6.50
4 ft.....Bale	8.50	7.50

NATURAL COLOR ONLY—F.O.B. Chicago

	Only	1,000.	1,000.
5 ft.—Bale.	\$11.50	100. \$1.20	1,000. \$6.50
6 ft.—Bale.	14.50	100. 1.30	1,000. 8.50

SPLIT BAMBOO—Plant Stakes

	Shipping Wt. (per 1,000)	1,000	5,000
12-inch 8 lbs.	\$1.20	\$5.00	
18-inch 14 lbs.	1.65	7.50	
24-inch 18 lbs.	2.00	9.50	

HYACINTH STAKES

	Shipping Wt. (per 1,000)	1,000	6,000
5-inch 3 lbs.	\$0.65	\$ 3.60	
12-inch 6 lbs.	1.40	7.80	
18-inch 9 lbs.	1.90	10.40	

ROOTONE

A hormone powder for cuttings, seeds and bulbs. Just dust and plant. No soaking or waiting is necessary as the work is done by the tiny amount of dry powder that adheres to the cutting, seed or bulb.

2-oz. jars (up to 3,000 cuttings)...Each \$1.00
1-lb. pkg. (up to 30,000 cuttings)...Each 5.00

ALUMINUM SULPHATE

Used by growers for turning Hydrangeas Blue.

10 lbs.60c 25 lbs.....\$1.15
50 lbs.....\$1.95 100 lbs.....3.50

TARTAR EMETIC

To Control Gladiolus Thrips

Formula:

4 lbs. TARTAR EMETIC, 16 lbs. Brown Sugar,
100 gals. water.

1 to 4 lbs.....60c
5 to 24 lbs.....55c
25 to 49 lbs.....50c
50 to 99 lbs.....47c
100 lbs. or more.....45c

By far the most effective spray for the control of Thrips, not only on Gladioli but practically all types of Thrips.

CYANOGAS—"G" Fumigant (Calcium Cyanide)

A deadly, very effective fumigant for control of anything that breathes.

5 lbs.....\$3.00 25 lbs.....\$10.00
100 lbs.25.00

NICO-FUME PRESSURE FUMIGATOR

	½-lb. Cans	1-lb. Cans
1 can	\$0.45	\$0.75
6 cans	2.40	3.75
12 cans	4.20	7.00

Also Nico-Fume Liquid and Powder.

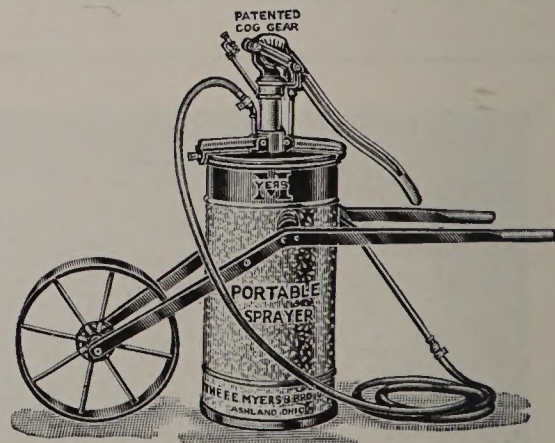
BARFOOTS ROTENONE SPRAY

½ Gal.....\$ 8.00 1 Gal.....\$ 15.00
5 Gal.....60.00 30 Gal.....300.00

BARFOOTS SPREADER

1 Gal.....\$4.50 5 Gal.....\$20.00
Descriptive circulars sent upon request.

SPRAYER—Wheelbarrow Type



F.O.B. F.O.B.
Factory Chicago

No. R336 ½-B—Complete, ea..\$26.50 \$27.50
The finest money can buy. Suitable for greenhouse, tree spraying and nursery.

The tank is heavy galvanized iron thoroughly reinforced at top and bottom.

Capacity 12 gallons.

Hose—15 feet—5 ply, ½-inch spray hose.
Extension and Shut Off—Brass.



(A) *Lilium Longiflorum* "Erabu"
(B) *Lilium Spec. Album*
(C) *Lilium Spec. Magnificum*
(D) *Lilium Auratum*
(E) *Lilium Giganteum*



“CHARMING” –The Beautiful New Pink Buddleia
THE ONLY TRUE PINK BUDDLEIA IN EXISTENCE
 (Exceptional for Cut Flowers)

The above flowers were cut the middle of July from well established 2-inch pot plants, planted into the field the first of May.
 Develops into a beautiful bushy plant, growing to a height of 5 to 6 feet and almost the same in spread. Makes a very striking plant in any landscape, flowering

from the m.ddle of June until frost. The individual flower heads are quite large and when fully developed they make a solid round head opening full length.
 2 yr. Field Grown. Per 10....\$2.00 Per 100....\$15.00
 Well established 2-inch pots.
 Per 10.....\$1.75 Per 100.....\$12.00

CHICAGO • AMERICAN BULB COMPANY • NEW YORK